



INDEPENDENT FREE PAPERS OF AMERICA

May 2017

tip

The Independent Publisher

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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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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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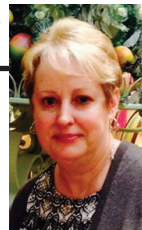
Kapp Advertising
P.O. Box 840
Lebanon, PA 17042
(717) 273-8127
janem@themerchandise.com
term expires Sept. 2018

KATIE MCNABB
Vice President



Exchange Media Group
P.O. Box 490
Fayetteville, TN
(931) 433-9737
Fax (931) 433-0053
katie@exchange-inc.com
term expires Sept. 2018

DEBORAH PHILLIPS
Director of Finance



The World
403 US Rt. 302 Berlin
Barre, VT 05641
(802) 479-2582
Fax (802) 479-7916
dphillips@vt-world.com
term expires Sept. 2017

DAN BUENDO
Director



Reminder Publications
280 N. Main St.
E. Longmeadow, MA 01028
(413) 525-6661
Fax (413) 525-5882
Dan@TheReminder.com
term expires Sept. 2017

EILEEN CURLEY
Director



The Shopper
924 E. 162 St.
South Holland, IL 60473
(708) 271-8957
Fax (708) 333-9630
general@myshopper.biz
term expires Sept. 2018

RICK WAMRE
Director



Advocate Community Newspapers
6301 Gaston Avenue
Dallas, TX 75214
(214) 560-4212
Fax (214) 823-8866
rwamre@advocatemag.com
term expires Sept. 2018

RENA REISER
Director



New Mexico Market Place
PO Box 92800
Albuquerque NM 87199
(505) 888-0500 Ext 102
Fax (505) 888-1078
rena@nmmarketplace.com
term expires Sept. 2018

JOE MATHES
Director



Tempo
P.O. Box 237
Kiel, WI 53042
(920) 894-2828
joe@deltapublications.com
term expires Sept. 2018

DOUG FABIAN
Past President



Reminder Publications
280 N. Main St.
E. Longmeadow, MA 01028
(413) 525-6661, ext. 144
doug@thereminder.com
term expires Sept. 2018

ERIC MCROY
Sergeant-at-Arms



Advantage News
235 A East Center Drive
Alton, IL 62002
(618) 463-0612
Fax (618) 463-0733
EricMcRoy@AdVantageNews.com
term expires Sept. 2017

DANIELLE BURNETT
Assistant Director



CADNET
13157 Avocet Street NW
Coon Rapids, MN 55448
(866) 224-8151
Fax (866) 864-2051
danielleburnett-ifpa@live.com

DOUGLAS FRY
Executive Director



Headquarters
104 Westland Drive
Columbia, TN 38401
(931) 922-4171
Fax (888) 450-8329
douglas@ifpa.com

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INDEPENDENT FREE PAPERS OF AMERICA

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

- Victor R. Jose

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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...



Focusing On The Positive's A Breeze

by
Cindy Cruz



by Cindy Cruz

Focus on the positive has paid off for the Valley Breeze newspapers in Rhode Island enabling the publication to maintain its competitive edge against three daily newspapers. The Valley Breeze began in the Cumberland home of its founder, Publisher Thomas V. Ward, a photojournalist and editor, in partnership with Deputy Publisher James Quinn, an advertising artist on March 27, 1996. They were joined by Editor Marcia Green. The trio had many years of experience in the area's daily newspapers. The paper moved to its first office 9 weeks later. Since it was founded the Valley Breeze has grown from one paper covering Cumberland and Lincoln with a circulation of 10,000 to distributing 65,200 newspapers in five local editions covering six communities in suburban northern Rhode Island.

Ward credits his dedicated, news staff with helping to grow the publication and gain community support. Ward said the publication has found its niche by focusing the on positive stories that tend to be ignored by the daily newspapers. He believes Valley Breeze is unique because of its excellent writers.

"Back in 1996, I faced a choice: I could pay for the post office to deliver my new paper, or pay reporters to create something compelling, something everyone would pick up. I chose Door No. 2," Ward says. The new paper was well received by the community.

In just 18 months the paper's circulation grew from 10,000 to 14,000. The Valley Breeze gained the support of more than 100 small



Marcia Green serves as Editor-In-Chief, a post she has held since the company's founding in 1996. Previously, she worked for 20 years at local daily newspapers. She will retire this summer at age 66, and be replaced by Ethan Shorey as Managing Editor.

hometown businesses because they were able to reach more readers with fewer dollars. Today more than 350 local businesses advertise weekly in the Valley Breeze. The publication has received the Gold Star Award for Excellence for five straight years from the Circulation Verification Council of St. Louis, Missouri.

Ward has many happy memories from the early days of newspapers. "In our first year, 1996, an election year, we worked with our printer to get Tuesday night election results in our Wednesday papers. (We used a Polaroid camera; the one-hour photo place was closed nights). Our readers were very impressed," he says.

"On the business side a competing daily, back in 1998 or so, began a weekly to directly compete against us. We got wind of it and locked down almost all of our customers into extended 52-week contracts. By

the time the "newspaper war" began, it was over. Those were good times," he adds.

Just as the community supports the publication, the Valley Breeze participates in projects to improve the community and support education. The publication sponsors the Rhode Island State Spelling Bee and sends the winner to Scripps National Spelling Bee in Washington, D.C. Ward also organizes a Yellow Bag Day roadside litter cleanup for his hometown of Cumberland each spring. "It makes a huge difference; about 100 people help each year," he says. Ward is also active in the Rotary Club, and is a past president and Paul Harris Fellow. In addition Ward is on the board of his alma mater (high school) and the Chamber of Commerce.

While the paper has been able to hold its own, competing against social media has been the biggest challenge



At front desk, Valley Breeze Publisher Tom Ward, left, and Deputy Publisher James Quinn. Quinn serves as artist, IT specialist and production manager. Quinn is a minority partner in the firm, having helped Ward found the company in 1996.

for the Valley Breeze. “News can get out before we report it, giving our papers a diminished importance. So we have to work harder at finding different “angles” to a story that will keep our content unique,” Ward says. Facebook is also reducing local business revenue. To combat that they have one sales employee who is working on digital sales for their website, and he has been successful.

To remain competitive Ward says “Newspapers will have to use training and better resources – to ‘up their game’ to keep selling print locally.” He doesn’t believe digital will ever deliver the dollars needed to run a paper. The best companies will have to work very, very hard on print sales.

The publication continues to add new promotions to bring in advertising revenue. Last year for the first time with the assistance of Doug Fabian they created a glossy Holiday Gift

Guide that was quite successful. Ward said Fabian also helped smooth some of the rough spots in our sales efforts and processes. Fabian joined the company as general sales manager in March.

Ward says future plans for the Valley Breeze are unclear at this time. Because things change fast, he believes that the most important

thing is playing offense on print sales vs. direct mail and social media.

“The newspaper business is different every day,” Ward says. “I enjoy being ‘in the know’ on events and issues earlier than most people. Social media has certainly changed that, and made news writing more challenging, but still, this business keeps you informed.”



The Valley Breeze sponsors the Rhode Island State Spelling Bee and sends the winner to Scripps National Spelling Bee in Washington, D.C.



About 130 volunteers across two towns filled around 700 bags of litter during the Yellow Bag Day Cleanup of April 8. The event is organized by Valley Breeze Publisher Tom Ward.

Jotted by Jane

by
Jane
Means



Here is an email message I received from one of our District Mangers after I pointed out a poor ad layout I spotted that was scheduled to run (I removed the names to protect the innocent, :-)

I will review with the sales rep when he is back in and see what we can do to improve it.

Understand this is a 16 year old account, they are an old Amish couple and it is an auction house.

This used to be an inside sales account years ago and they were very set in their ways demanding their logo be top and center because they claimed people recognized it.

I agree with your info but sometimes we need to give the customers what they want.

Thanks

And my response back to the District Manager:

True.

And more times than not, the advertisers want RESULTS. So I encourage you to train all the sales reps to be truly advertising consultants.

Role play... so reps are comfortable saying:

This is your advertising space and we will design your ad to your liking. However, I want you to know, we study readers, their reading habits and we are trained on ways to get the maximum results for our advertisers using the most effective ad strategies.

There are six types of advertisements. (Institutional - image or branding, Indirect - selling reg merchandise at reg prices, Direct - call to action, Educational, Informative - combo, Instructive - educational assistance) and Your ad copy is a "Direct or Call to Action".

For the most effective results, start with a headline that is a benefit to the reader. Perhaps use a comment that will draw the reader into the ad to learn why they should come to this sale.

32 Quarterfold
32 Magazine
37 Broadsheet or Tabloid
32 Digest

Wire Displays

HAMILTON
CIRCULATION SUPPLIES
800-398-2427
www.theservicechamps.com
info@hamiltoncirculation.com
Fax - 708-946-3733

Tubes and Steel Posts

Poly Bags

Rubber Bands

Carrier Bags

Steel Distribution Boxes

Plastic Displays

SS-8 SS-5

**C-6SD ST-91SD
C-91SD C-2003SD**

Your logo and address will certainly be large and recognizable, but I would highly suggest the "offer" and the details to be shown at the top of the ad to entice the reader to read more. Would you be open to my showing you a sample of your ad with our suggestions for your approval?

Sometimes we justify being an "ad taker" by thinking that we are giving the customer what he wants. I highly encourage all IFPA member publications to train all your sales reps to be the experts in your area. Help each and every advertiser to get the best possible results from their advertising investment. Please don't

allow your reps to merely pick-up and run whatever lame ad copy the client wants to hand him.

Jane

"Our salesperson who took the IFPA Sales Training course "Basic Ad Sales" has increased his sales last month by 10%. I feel that particular training definitely contributed to his success. Thank you IFPA!"

Doug Fabian



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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Scholarships Awarded for 2017

BOB WRIGHT MEMORIAL SCHOLARSHIPS AWARDED FOR 2017

By Deborah Phillips, Bob Wright Memorial Scholarship Chairperson

Bob Wright was an amazing individual. He was a past president and was devoted to the IFPA association and its members. To honor his devotion, when he passed, IFPA set up a scholarship program to promote the education of the children and grandchildren of IFPA members.

We had 10 completed applications this year, which made this committee's job much harder, as we could only award six \$1,000 scholarships. The applications were each reviewed and were found to have met all of the requirements.

The 2017 winners are Kathryn R. Gertin, Lauren Delatorre, Alondra Estevez, Madeline Wright, Abigail Austin and William Coats.

Kathryn R. Gertin of Borden, Indiana is graduating this year from Borden Jr.-Sr. High School. She will be attending Oakland City University with an athletic scholarship for softball. She plans to



Kathryn R. Gertin

study Environmental Biology. She is ranked fifth in a class of 56 and received numerous awards including Algebra II, Biology I and US History. Her activities include cross country, basketball and softball all four years. Kathryn's mother, Leslie Gertin, is employed at Green Banner in Pekin, IN

Lauren Delatorre of Newberry, FL is graduating this year from Oak Hall School. Oak Hall School is an independent, college-preparatory school for preschool to grade 12. Lauren is ranked in the top 10% in her class of 64 students. She will be attending The University of Florida

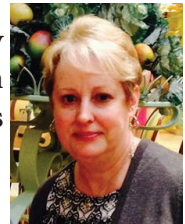


Lauren Delatorre

in the fall. As one of her references commented, "Lauren is a natural born leader." And this is reflected in her numerous activities. She is a member of the Oak Hall School Cum Laude Society, National Honors Society, National Spanish Honors Society, the Arts Conservatory Program member in Theatre, Treasurer of Thespian Troope, Class of 2017 treasurer and the Circle of Champions for the March of Dimes. She has received a number of academic awards. Her father is Charlie Delatorre who is the publisher of Tower Publications in Gainesville, FL.

Alondra Estevez from Miami, FL is graduating this year from Archbishop Carroll High School and ranks third in her class of 85. She plans to attend Florida International University. She is a member of five different honor societies, three of which she holds positions of leadership. She is the senior class president. She has been a camp counselor, and participated in the Redland Migrant Family Association Family to Family program and much more. One of her references commented, "Alondra

by
Deborah
Phillips



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



continued on page 14

*Great Location minutes from NYC!
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- Carolines on Broadway - 5.5 miles
- Statue of Liberty - 4.7 miles
- Ellis Island - 5.1 miles
- Liberty State Park - 3.0 miles
- Liberty Science Center - 2.6 miles
- Carlo's Bake Shop - 1.5 miles
- Newport Centre Mall - 0.2 miles
- PATH station direct to NYC - 3 minute walk
- 3 Major Airports Minutes Away

Graphic Hooks

by
Ellen
Hanrahan



I think I can say... winter is finally behind us (although there was one May that we had snow on the 10th!) and that Spring and Summer Sales are going to start showing up in the ads we see. Also, Mother's Day is not that far off either.

Craft Fairs, Home Improvements, Rummage Sales, Travel, Music in the Park and family time can fill up our summers. This is also the time when people advertise these events... but they are not your typical advertiser, because they are usually only promoting their once-a-year or limited event. However, it would still be nice if you could group these similar events and, it turns out, is actually not that difficult.

One-column headers can help to unify and organize these events without taking up a lot of space. The examples I will be showing are one-column by one-inch deep. As you can see, most would be able to stretch to a two-column, but I want to keep them on the small size.

Simple Silhouettes

I've chosen a typeface that I have used before from *House Industries*, called *Ed Bengbats* (ED BENGUIAT COLLECTION). These simple shapes are not "fussy" and get the idea across quickly. Any simple shapes will do however—just keep the lines clean and simple.



The samples above show the event and what you could do if you needed to add a little more text. The artwork can always get smaller, but still support the text because it's simple. I also kept it one color so that the information becomes the most important part of this little header.

The samples below are ideas for home fix-ups. Grouping people who provide these services makes it easier for readers to find the type of service they need. Remember the yellow pages in the phone book? Remember a phone book?

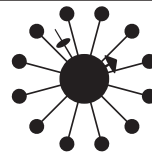


We could add another inch to the depth to fit in more information as well. I repeat, I like the flexibility silhouettes offer. The reader should be able to find the information easily and sometimes a little header will do the trick. The next step is to save these to a *Library* so you always have them handy.



Self-Promotion Group Heads

Along these same lines, there are a lot of two-column wide ads that ran for various businesses in our area. Again, avoiding any "fussy" artwork, we wanted to run small headers that were clean, easy to read and helped the reader find out about our services and other business services and to get the idea across quickly. The first two groupings are to promote use of our paper... and the next two groupings are to help promote other advertisers in our papers. By creating these small headers we help organize and unify our content.



Sell your stuff
in the Booster classifieds
Hartford • 673-2900 | West Bend 334-5899



Buy some stuff
in the Booster classifieds
Hartford • 673-2900 | West Bend 334-5899



Around the House
SERVICES AND IMPROVEMENTS

healthview
CONCERNING YOUR WELL BEING



The last two are "fill" ads and while the artwork is a little less of a silhouette, the woodcut effect still is very simple. Again, we keep them in a *Library* for easy access and alteration!



Be sure to check out the
Out&About section every week
for all kinds of entertainment!



Be sure to check out the
Out&About section every week
in the Booster for all kinds
of things to do!

Still trying to figure out if I should move to the "Adobe Cloud" with my software. Hopefully I will have an answer next month!

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

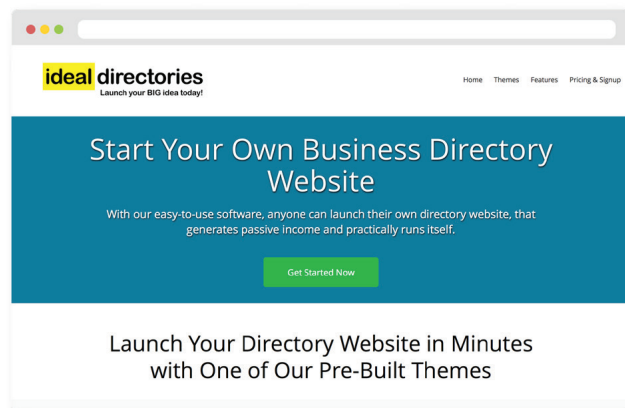
What is it?

Turn-key business directory websites that can be branded for your publication and market. Choose from different directory "themes" including a general business directory, restaurant directory, wedding vendor directory and more.

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?

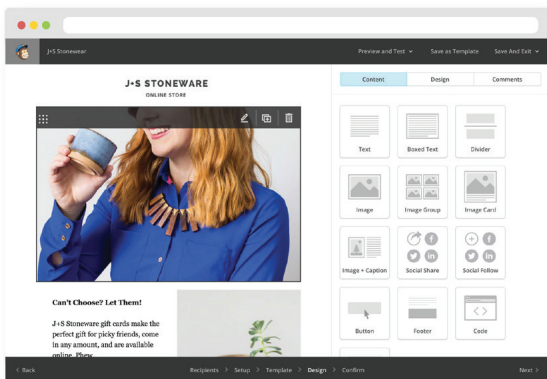
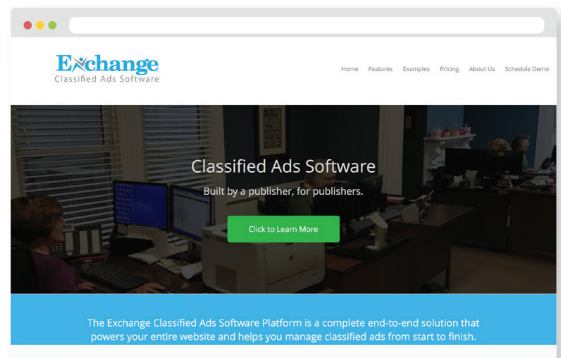
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

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?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

How much does it cost: Paid plans starting at \$10/mo (based on subscriber list size)

www.mailchimp.com

Scholarship Award Winners

from page 8



Alondra Estevez

is extremely intelligent, driven to succeed and does exemplary work in her community." Her mom, Carmen Estevez, is employed at The Flyer in Miami, FL.



Abigail Austin of Millville, MA will be graduating this year from Blackstone-Millville Regional School District. She is ranked second out of 114 students. She is considering attending Simmons College in the fall. Her goal is to become a nurse-practitioner. She is currently president of the National Honor Society, and has been on student council. Abigail's activities include Marching Band, Jazz Band, Drama Club, Brass Choir and volunteering at the Food Pantry. One of her references said "Gail is mature, responsible and hardworking. She puts forth her best effort in everything she participates in!" Tammy Austin is Abigail's mother and is employed at the Valley Breeze in Lincoln, RI.



William Coats of Keeseville, NY will be graduating this year from Saranac Lake High School. He plans on attending Alfred University in the fall and study sports management. William is a member of the National Honor Society. His activities include football, baseball and has participated in the community cemetery clean-up. One of his references said, "William is focused, knows exactly what he wants and is willing to put in the time and work hard to earn it." Ed Coats is William's father and he is the publisher of the New Market Press in Middlebury, VT.

Congratulations to all of our awardees and we wish them success in their continuing education.


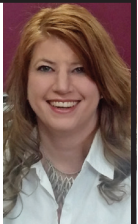


Madeline Wright of Little Falls, MN is graduating this year from Little Falls Community High School. She ranks 15th in her class of 180 students. Madeline will be attending North Dakota State University in the fall. She is a member of the National Honor Society, and has participated in choir, tennis, spring musicals, drama club and the Knowledge Bowl for four years. Her activities also include Our Lady of Lourdes Church Lector, church singer, vacation bible school, community theater and St. Francis community orchestra for 10 years. Her grandfather, Bob Wright, is the former publisher of the Morrison County Record in Little Falls, MN and her father, Jim Wright, writes news articles for the paper.

I'll See YOU In New York City Because

I will be attending the IFPA New York conference to find my next money making idea, my next money saving idea, and meet the next person that will blow my mind with useful information.

Eileen Curley





by
Ryan
Dohrn

TARGET Your Media Sales Message to Grow Results

The key to your success in the world of media sales is increasing the number of meetings you are granted by prospective advertisers. Developing an effective prospecting process can be the difference between life and death in your media sales career. For me, the goal of prospecting is simply getting to a meeting, period. The goal of prospecting is not to sell anything. I am just hoping to meet with an advertiser via phone or in person for 20 minutes. If you are selling during the prospecting phase you will greatly reduce your success. Over the course of 25 years in the media sales and marketing business I have seen many prospecting plans from many unique angles. I have identified five factors in the prospecting process that will increase your chances of being granted a meeting with a prospective advertiser – I call this my T.A.R.G.E.T. prospecting tool. I use this tool every day in both writing my prospecting emails and leaving voicemails for my prospects. I will break it down into six pieces for you; each piece builds on the previous.

The **T** in T.A.R.G.E.T. stands for “time.” A person’s time is highly valuable to them, each and every day. The main reason that more prospects do not grant you access to present to them is the simple fact that many other media sales people have wasted their time. It is imperative that you focus on NOT wasting their time in your prospecting emails and

voicemails. You want to articulate that you realize other media sales people may have wasted their time. But, in doing so, be careful not to sound like all the other sellers that also emailed them that day. An often over-used phrase in prospecting emails is “I know that your time is valuable.” Or, “I want to be respectful of your time.” These two phrases are common and un-authentic. Instead, I want you to consider phrases like, “I promise not to waste your time.” Or, “I’m sure other media sales people in the past have wasted your time.”

The **A** in T.A.R.G.E.T. stands for “authentic.” Showing you are authentic is critical in breaking the ice with someone you do not know. People who are authentic are not afraid to admit their faults. People who are authentic are more focused on others than themselves. People who are authentic truly want to help you. I would ask you to consider phrases in your prospecting emails and voicemails such as,

“I truly feel that this idea will benefit you.” Or, “I have seen firsthand how this has benefited my other advertisers.” Or, “I have three advertisers like you who are seeing solid success working with us.” Or, “I fully recognize the fact that you do not know me.” Your authenticity is also further driven by your focus on all the points in the T.A.R.G.E.T. system I am proposing to you.

The **R** in T.A.R.G.E.T. stands for “relevant.” There is nothing worse than receiving an irrelevant, generic media sales email from someone you do not know. I am amazed that companies still continue to use this approach as a prospecting tool. It does not work unless you email thousands and thousands of prospects, and even then it is hit and miss. Instead, I want to prove quickly that I am relevant to my prospect by pointing out something from their website, company Facebook® page or their profile

continued next page

I'll See YOU In The Fall 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



continued

on LinkedIn®. I recognize this might come across as creepy if it is not handled properly. For example, “before reaching out to you, I was doing some research on your website and saw that you have recently moved into the aviation industry.” Or, “while researching your company, I saw on your LinkedIn profile that we both worked for ABC Company many years back.” Or, “in preparing to contact you, I saw on your company’s Facebook page that you’re promoting the XYZ product right now.” Generic does not work. Relevant always wins.

The **G** in T.A.R.G.E.T. stands for “go.” This premise is simple: I want my email to be focused. We want them to move forward, and we need to ask them to do so. I am not suggesting you be pushy or arrogant, I am suggesting you consider phrases such as, “I truly feel I can help you with _____. Can we chat for 20 minutes or less via phone Tuesday at 9am, 11am or 3pm EST?” It is important to understand each component of the T.A.R.G.E.T. prospecting system is important.

The **E** in T.A.R.G.E.T. stands for “ethical.” Have you ever received an email with a great subject line, and then opened the email to discover that you were tricked? If you are anything like me, this makes you mad. I have never, ever applauded a media sales person for tricking me. The subject line is often the ethical barometer by which you are judged – it sets the tone for your chances of getting your email opened or receiving a reply. I recently wrote a blog called

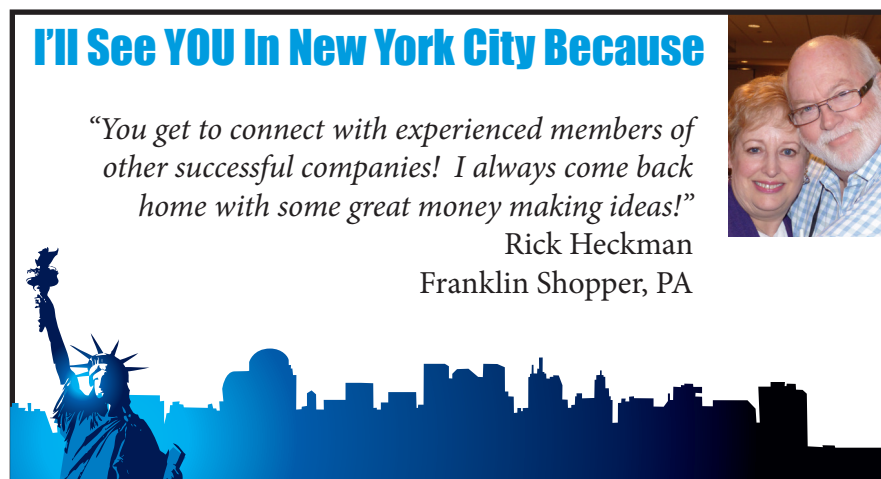
10 Great Media sales Subject Lines. Some of my favorite subject lines include the date you want to meet the prospect and the name of your prospect’s competitor.

The final **T** in T.A.R.G.E.T. stands for tick-tock. Meaning, tick-tock like a clock. When is the best time to send a prospecting email? What time of day should you send an email to get a reply? 10am and 2pm are the most common times for meetings in corporate America so these would be two times to avoid. Your email will just not get the attention required to receive a quality reply, if any reply at all. What times of day are predictable for fewer meetings? 11:15am and 4:15pm. Why? Not many meetings are booked at 11:15 because they will potentially interfere with lunch. Not many meetings are booked at 4:15 because they will potentially interfere with happy hour. I have seen a dramatic increase in email opens and replies during these two times of day. Maybe you sell to an industry working on a different schedule, such as restaurants or contractors? You will need to alter your email prospecting send times to coincide with times that your potential advertisers will be most attentive.

Let’s bring this T.A.R.G.E.T. article to a final point: increasing the number of meetings you are granted by prospective advertisers is the key to your success in the world of media sales, period. Without the meeting, you do not have a chance to present anything. Developing an effective prospecting process can be the difference between life and death in your media sales career, and email is one step of that process.

Remember, if media sales was easy everyone would be doing it.

Ryan Dohrn, one of our speakers at our Fall Conference, is an award winning media sales coach and offers media sales training to thousands of media sales executives each year. He is also an international motivational speaker and the author of the best selling media sales book, “Selling Backwards.” Ryan is the President and founder of Brain Swell Media, a boutique media sales training and media sales coaching firm with a detailed focus on media sales training and coaching for media and technology companies. He is also the owner and Publisher of SalesTrainingWorld.com an online portal for media sales training success.



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Rick Heckman
Franklin Shopper, PA

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Eric McRoy, VP, AdvAntage News, Alton, IL



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New York?



On September 28 - 30, 2017 IFPA will have a history making conference in New York City's back yard. For nearly the entire history of the Independent Free Papers of America (IFPA) there has been a desire to conduct a conference in New York City. However, as with nearly every endeavor there were hurdles to overcome. The biggest challenge has always been the price of hotel accommodations.

Looking at hotel sites one can easily find rates from \$250 to over \$500 a night for a lower budget hotel. That's a bit rich for most of us for a conference. The next challenge is that none of these hotels have enough meeting space to conduct a conference that allows us all to sit in the same room without sharing someone else's lap.

So, IFPA continued looking for sites that had reasonable rates, could accommodate as many people as we have at an annual conference, and didn't charge astronomical rates for food and beverage. After nearly 20 years of searching we finally found one across the river from downtown New York City.

IFPA has negotiated a very reasonable rate of only \$189 per night at the exceptional Westin Jersey City Newport Hotel. This hotel is a short subway ride (3 minute walk to the PATH station direct to NYC) or scenic ferry ride across the river to Broadway and the Financial District and all the sights of New York City. If you want to do some shopping without going far from the hotel the Newport Centre Mall is right across the street.

Times Square, World Trade Center Memorial Plaza, the Museum of Modern Art, Broadway Theater District, the Statue of Liberty, and Ellis Island, are just a few of the features that await you close by.

But a conference is much more than sightseeing. Joe Nicastro, conference chairman, has developed a jam-packed schedule of events that will educate, entertain, and motive each attendee to become better as a result of taking part in the conference.

Jason Evans is the keynote speaker. He teaches sales professionals the most powerful sales techniques which enable them to close more

deals. Greg Steward is a hands-on business adviser and executive coach who works with owners to help them attain the goals and objectives so they can manage the business and not have it manage them.

The line up of great speakers continue Ryan Dohrn, well known to most in our industry. He is an award winning sales trainer and coach. Patti Singer teaches how to harness the power of social media to connect with readers and advertisers. Russell Viers will help you adapt to changes in our industry.

From film to pixels, paste-up to pagination, print to electronic media, Metro Creative Graphics will help when you bring your graphics challenges to their team for solutions that work. Then they'll look at the good ads vs. bad ads. This informative track with be lots of fun and informative.

If you would like more information simply go to IFPA.com and click on the Conference link. If you'd like to speak with the director of IFPA call Douglas Fry at 931-223-5708. We hope to see you in New York City.



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If you have any technical questions or need assistance in placing the code, contact Danielle Burnett at 866-224-8151 or email her at danielleburnett-IFPA@live.com.

Joe Mathes

Joe Mathes
Delta Publications-Kiel, WI
IFPA Board Member



Defamation Claim Thrown Out

from
King & Ballou



by Brigham Dixon, bdixon@kingballou.com

A man purporting to be a well-renowned French journalist was convicted in New York state court of first degree rape, second degree aggravated harassment, third degree stalking. After filing a motion to vacate those convictions in which he alleged massive conspiratorial conduct among police, prosecutors, and the court, a New York newspaper published an article labeling the man a “Wacko rapist” and “homeless, ascot-wearing sex fiend.”

The newspaper further excoriating the man for having “reportedly lured women with his pleasant face, strong French accent . . . and overt come-ons” and engaging in “creepy obsessive campaigns.” The man claimed these statements were defamatory. The author of the article responded that the contents of the article were based on the man’s own motion papers in seeking to overturn his convictions,

court documents describing the charges, and statements heard throughout the underlying court proceedings. Furthermore, the author pointed out that the man did not deny that he was actually homeless and falsely claimed to be a French television journalist, just as prosecutors had stated.

As support for his defamation claims, the man again pointed to a government conspiracy against him to pursue false charges. The court ultimately found no piece of the article to be defamatory.

The court noted that the outlet reporting on the criminal judicial proceeding was substantially accurate because the article was substantially consistent with court documents and the district attorney’s press release on the case. As such, the article was privileged.

The court went on to explain that, even if the article were not privileged,

the man would be unable to maintain a defamation claim on the challenged materials because the statements were substantially true or were expressions of opinion. Specifically, the court found use of the term “wacko” to be an obvious statement of opinion.

In addition, the court found that labeling the man “a homeless, ascot-wearing sex fiend who claimed to be a French TV reporter to pick up women is blaming everyone but himself” was also substantially true, with “sex fiend” being another example of a nonactionable assertion of hyperbolic opinion. As such, all of the man’s claims against the news outlet were dismissed.

This case reinforces the principle that the news media are afforded deference in reporting on official judicial proceedings when the reports are based on particular facts from the proceedings. Similarly, commentators and reports are free to offer their own opinion, at least as long as it is hyperbolic rather than disguised as fact.

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Christian Faith
PUBLISHING

IFPA Board Meeting, Thursday, April 27, 2017

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

Finances– Deborah Phillips The March financials were emailed prior to the call. Deborah reported that cash is down due to continuing CADNET decline. Dan made a motion to accept Deborah’s report, Katie seconded the motion, all were in favor.

IFPA Sales Training – Rick Wamre The first virtual IFPA Sales Training was completed in March. Rick reported that the attendees gave great feedback and the initiative was revenue neutral. There was discussion on various opportunities and options for future Sales Training.

2017 Fall Conference – Joe Nicastro Joe reported that he and Danielle are reaching out to both current and prospective members inviting them to attend the conference. There was discussion on how to market the conference in the upcoming month to encourage early registration

Publishers Summit – Katie McNabb Katie reported that

she is looking into potential association partnerships for future Summits. There was also discussion on other ways to enhance the format.

2018 Conference – Jane Means Jane gave an update on potential association partnerships for the 2020 conference. Jane will give an update on dates and locations at the June Board Meeting. Locations and partnerships for the 2018 conference are also being explored.

CADNET – Dan Buendo Prior to the meeting Dan emailed information about CADNET rebate adjustment recommendations. Dan will have a committee meeting to further discuss the details and will report back on the next call

SHARE Group – Doug Fabian Doug reported there have been a few new members for the sales manager group. There was discussion about whether or not to form additional groups and continue the current magazine group.

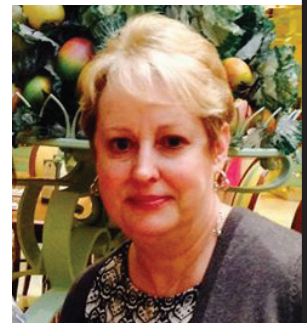
Deborah made a motion to adjourn, Dan seconded the motion, all were in favor. The meeting was adjourned at 10:18 am EST.


Recording Secretary Danielle Burnett

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“I attend IFPA conferences to network with old friends and make new friends.”

Deborah Phillips





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