

# **The Independent Publisher**

Dan Buendo & Dan Alexander PUBLISHERS Receive Awards 

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#### Vol. XXXVI, No. 10 • October 2017



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 **IFPA** Founding Conference September 20, 1980

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I'm pretty sure no one ever reads this portion of page 3. If you do, please call Douglas Fry at 931.223.5708. Have a great day.





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Greg Ledford



# Dan Alexander: Distinguished Service Award

Dan Alexander, long time IFPA member, was named the recipient of the annual Association of Free Community Papers (AFCP) Craig S. McMullin Distinguished Service Award at the recent conference in Louisville, Kentucky.

Alexander is the owner and publisher of Denton Publications, Inc., located in Elizabethtown, N.Y.

In making the presentation, last year's recipient Greg Ledford said, "It is my privilege and honor to be able to present this year's award.

"This year's recipient is one of those people in our industry who has been called to duty many times over the years. They are the type of person who is the first to pitch in, the first to come to everybody's rescue when they need it and the last person to expect anything in return for their efforts. Their belief in the free community paper industry and in building industry alliances has contributed to strengthening all of our businesses and has been the driving force to many positive improvements over the years.

"This individual has been a major contributor to the AFCP Board since they became the FCPNY representative in 2008. Having chaired our membership committee and alternative revenue committee, their impact has been significant and touched many of our members' businesses. Having a person who genuinely cared about each member and the individual success of member publications has established this



Greg Ledford presents Dan Alexander with the Craig S. McMullin Distinguised Service Award in Louisville, KY April 2017.

individual as one of the industry's most respected advisors.

"This publisher's involvement in and contributions to the Free Community Papers of New York over the last 25 years has been similarly successful. Having served as president from 1996 to 1998 and chaired numerous projects, committees and conferences – no matter what the need, the answer has always been, "I'd be glad to help out!"

"Currently chairing the PaperChain Committee, this person's efforts have provided the driving force behind the committee's progress toward improving the SRDS offerings to PaperChain members, increasing industry support for Free Community Paper Week and assuring each of our members receive the benefits that will help improve their business and their industry.

"All of these industry volunteer efforts have not stood in the way of his building an extremely successful and diverse publishing business that covers much of northern and central New York as well as northern Vermont.

"Please join me in congratulating this year's recipient of the Craig S. McMullin Distinguished Service Award – one the industry's most passionate advocates... Dan Alexander."



# Dan Buendo: Publisher of the Year

Dan Buendo, board member and longtime member of IFPA, was named the recipient of the Association of Free Community Papers (AFCP) Publisher of the Year award at the recent conference in Louisville, Kentucky.

Buendo is the owner and publisher of Reminder Publications in East Longmeadow, Massachusetts. In making the presentation, last year's recipient Shane Goodman said, "AFCP's highest honor is bestowed on an individual who has made significant contributions to the Association of Free Community Papers as well as the entire free publication industry as a whole in the prior year.

"This year's recipient is one of the most respected, innovative and recognizable people in all of the free paper industry. His contributions to his own operation as well as to many of the publishers sitting in this room was evident not only through last year but has been provided consistently for many years.

"He began his publishing career after graduating from the University of Massachusetts Amherst and acquiring a small free community paper publishing company in his home town with his brother in 1992. Over the next 25 years, his tireless efforts and industry involvement would build a diverse media company that has embraced the changes in the industry and grown the business through consistent innovation.

"From the original publishing company's footing, this person branched into the network advertising placement service that has since developed into a stand alone, full service media placement



Dan Buendo receives the "Publisher of the Year" award from Shane Goodman in Louisville, KY April 2017.

agency – Access to Media. This agency is a cornerstone seller in almost every state and regional network throughout the industry.

"The next growth phase for reminder Publications has included diversified print product offerings like their newest homegrown lifestyle magazine, go Local. This upscale glossy stock monthly magazine has expanded their readership and geographic footprint as well as their advertising base.

"Their web-based products include a full array of targeted sites such as PrimeOntheWeb.com with its Baby Boomer focused content, Hg413.com with its home improvement focused content, and Coupon413.com that offers a variety of money saving coupons to the local market.

"This diverse approach to product

offerings has supported the growth of their website design firm, Reminder Web Design, as well as the full service marketing company, envision Marketing group. EMG's broad range of services can provide the expertise for all aspects of a company's digital, electronic and print marketing needs from concept to completion.

"With all of this innovation and growth, this year's Publisher of the Year has continually made time to share his thinking, extraordinary expertise and product innovations for the betterment of his fellow publishers. He has regularly shared his knowledge through educational presentations for AFCP, IFPA, CPNE and FCPNY conferences.

"He has volunteered his time on the board here at AFCP as well as serving on the boards of IFPA and CPNE, where he also served as president.

# How To Make A Good Second Impression

By John Foust, Raleigh, NC

Don, who manages a newspaper sales department, is always looking for ways to strengthen customer relations. "We understand the importance of first impressions," he told me. "Know something about the prospect's business before calling. Show up for the first appointment with a big smile and a firm handshake. Ask questions to learn about their overall situation and their marketing goals.

"All of that is important," he said. "But what about second impressions? I've been hearing a lot about that lately. We all know from personal experience what it's like to for a sales person to treat us like royalty during an initial meeting, then act like they barely know us after that – especially if we don't buy something right away. That's why the things we do in that second contact can make a big difference in the sales personcustomer relationship."

#### HERE ARE SOME IDEAS:

1. Express appreciation immediately. "A good old-fashioned 'thank you' is a must," Don said. "Simply thank them for taking the time to meet with you. An email is faster, but a handwritten note is more memorable."

2. Email a summary of your meeting. "This can save a lot of headaches down the road," Don explained. "The more you discussed in your first conversation, the greater the need for a summary. For example, here's a short version of what you could say: 'Thank you for taking some time to meet with me to discuss marketing ideas. We discussed: Point 1, Point 2 and Point 3. The next step is for me to



provide you with a detailed proposal by the end of next week. Looking forward to our next conversation."

3. Send business-related information. "Obviously, this can be related to your conversation," he said. "For example, if you talked about zoned coverage or click rates, send more details. If you can do a little online research, find some relevant ads that worked well for a similar business in another market. Or maybe you can find a couple of famous ads for national brands, which your prospect could find interesting. Make sure they illustrate advertising principles that can help his or her business."

4. Send non-business information. If you learned that he is a golfer, email a link to an interesting video about golf. If she mentioned that her family is planning a vacation to Europe, send a related link or clipping from your paper's archives.

5. Ask for more details about the things you discussed. For example, if you're

working on a marketing proposal, do you need more information about prospective target audiences? Would you like to have more statistics on sales of their seasonal products? Would it help to have a list of loyal customers who could be willing to provide testimonial quotes?

"It's smart to ask questions at this point," Don said. "It helps you learn more and it keeps the client engaged in the development process.

Don's ideas make a lot of sense. A sales person has only one chance to make a second impression.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com



# Jotted by Jane



There are times when I reflect on just how influential all of our community papers are within our distribution areas. It is nice to know that we can and are making a positive difference. That may be accomplished by helping businesses grow through advertising, or this is achieved through editorial content.

Yesterday a Deputy from the U.S. Marshall's office in one of our regions sent an email. I called him. He asked for our help to find fugitives. My immediate response was "Absolutely." There is nothing I like better than to know that our company can help to make communities better.

A bit of conversation followed, such as pesky details on how they will

send in the information, to whom, and they will be solely responsible for the accuracy. (A couple of years ago we received a nasty phone call from a "gentleman" who told us in no uncertain terms that he had cleared his name the day before the paper came out. We of course thanked him for doing so and suggested if he had any complaint about the Sherriff's department sending us his name and phone, to call the Sherriff's office.)

The Deputy's next question was, "How much will this cost?" He was delightedly surprised when I said "Zero!"

I went on to explain that we are honored to be in an industry who can truly improve the quality of life in a community. When we are called upon to help get violators off the street, we need to step up and help.

Now, you and I both know that this is a "no cost BUT super high readership" item. In the long haul, we benefit greatly.

The perfect win, win, win situation. (1) U.S. Marshall's office gets help from our loyal readers to find wanted fugitives or persons of interest, (2) We are the Good Guys looking for the Bad Guys, and (3) readers are even more eager to pull the weekly paper from the plastic bag or tube to see who is Wanted this week.

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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



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# **Graphic Hooks**

by Ellen Hanrahan



Photoshop is an amazing tool..., but has gotten so two-column wide ad size. We had to crop judimuch more complex than the earlier versions. I am still working in **Photoshop 6**, but the amount of photo manipulation that can be done is mindboggling! Unfortunately, when I was at the paper, I really did not use the program to its potential.

Working mostly on newsprint, we just needed to clean-up the photos and make them sharper to work on the newsprint (substrate).

But let's get on with some of the features I did learn to help me with the photos at the paper...

#### Photo Resolution

Every paper has their own processes for output-basically, print resolution for digitized images is calculated in pixels per inch or ppi.

How much file resolution to use depends on 1) the size of the print you need to make; and 2) the resolution that your printer needs for the best results. For example, if you are going to create a photo for the web, the file resolution is simple... it's always 72ppi.

It's been my experience that a number of the photos I had to work with (from outside our business) contained more information than needed.

Greyscale input resolution of 1.5-2 times the output frequency is sufficient (a photo that will be 85-line can be input at a resolution of 170 at 100%). Final size of the halftone also needs to be taken into consideration.

The secret is that the human eye can not see much more than 250-300 pixels per inch. So the ideal resolution for your files should be close to this. At The Booster, we used 170-200ppi for photos in the newspaper (uncoated stock). This worked best because newsprint is very porous and we had to contend with dot gain.

For colored photos in our special publications printed on coated stock, we found that 300ppi worked just fine.

#### Photoshop

The best website for training, tutorials, howtos and tips that I've found is still the original, developed by Scott Kelby found at www.photoshopuser.com to learn through courses. But his other website, *www.kelbyone.com* also offers more in-depth courses dealing with various types of photography.

It's hard to demo Photoshop techniques due to space. There is not enough room to demonstrate a particular function. So I usually just refer you to check out the website. The following feature, however, came in handy...

#### Content-Aware Scaling

The Content-Aware Scaling feature has been around since Photoshop CS4 and is capable of scaling the area around a primary subject while simultaneously protecting the subject itself from scaling. Awesome... in the right setting.

I never liked three column-wide photos in the

ciously to maintain the largest possible image, especially the group shot- photos of ribboncuttings, award giving or new officers. The photos were always wide and the amount of space was not. A 3-column photo in a 2-column spot.

Granted, this feature will work better for some photos and not so much for others. In the photo below. I was able to keep the size the same-but what a difference! The only cropping I did was to bring in the right and left sides for a tighter photo. Otherwise, I just used Content-Aware Scaling.

#### Photoshop 6: Content Aware

In Photoshop 6, the Content Aware Fill was introduced. For example, the photo in the next column is a stock photo... a wide group shot. The photo below that is the same one that I used with Content Aware Fill applied. By the way, Content Aware Fill is easy... you select the photo and then just drag the handle to your desired position.

I was only able to shave off a little because the central figure can start to look a little distorted. However, using a mask to preserve certain areas, I may be able to squeeze a bit more or move the figures closer together.

Which brings me back to the reason that I do not include a lot of **Photoshop** demos—I run out of room!





and while not perfect, you can see the amount You see the transformation of both photos, of space saved. As I said, some will work better than others.

> In Photoshop 6 there is also the Content Aware Patch. I just select an area to be removed and move it to an area that replicates my background—fast!





Ellen Hanrahan hanrahan.In@att.net ©2017

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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)



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## 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). <u>www.pageflippro.com</u>

#### **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) <u>www.mailchimp.com</u>

# Tell Me. I Really Want To Know 931.922.4171

Have you ever had someone come to you seeking advice? Of course you have. Do they ever take your advice or do they do what they wanted to do to begin with? Usually, a person asks for advice hoping you will validate their own feelings or ideas.

#### THAT'S NOT THE CASE HERE

In this case I'm seeking your advice without any preconceived notions as to what I want you to say. I will take your advice. Honest. I need to know what programs we offer that benefit you most.

Each year IFPA (Independent Free Papers of America) spends a huge amount of money, untold hours of preparation and presentation working on programs that will benefit you and your publications most. Here are some of the benefits we pay for and work on for you.

#### PAID FOR CVC AUDITS

If you aren't taking advantage of this benefit please give me a call and we can get you started.

#### **SHARE GROUPS**

SHARE (Share Help And Resource Exchange) groups meet monthly via webinar. During those meetings questions are answered, new ideas exchanged, old ideas remembered, and methods to succeed shared. If you'd like to get involved in one of these free sessions please give me a call.

#### **PRESS PASSES**

I was in a local home improvement center paying for my collection of nuts and bolts when the cashier saw my Press Pass in my wallet. She was impressed. Do you ever need access where only the press is allowed? You can get one for only \$5. Call me and I'll help you get one.

#### BOB WRIGHT SCHOLARSHIP

Each year IFPA awards thousands of dollars to graduating high school students or enrolled college students that are dependents of employees of IFPA publications. The process starts again for the 2018 year. Let me know if you're interested.

#### **CADNET REBATES**

When you run the CADNET (Classified Ad Network) ads you help fund the association. This allows IFPA to advance the free paper industry and provide the impressive benefits we do. Funds in excess of requirements go back to participating publications. The amount won't pay for new presses but it's another benefit.

#### **CONFERENCES**

By the time you read this the New York Conference will be a fond memory. During these yearly events you are educated by some of the brightest minds in the industry, you learn and share ideas with people facing the same challenges and opportunities during the get-together events, learn what's new with our associates in the vendor area, eat well, and see fabulous cities across the continent. If you have ideas how we can make our conferences better give me a call.

#### **PUBLISHER SUMMITS**

Would you feel more comfortable rubbing elbows with fellow publishers? Our Publisher Summits allow to do just that. The program brings questions or challenges from all participants to the focus of all the attendees. Think of crowd sourced Fry answers to all your questions from successful publishers. The program works best in a day plus format. You'll arrive on Thursday evening or early Friday morning, attend the Summit and head back home with your head full of great ideas. Our next Summit will be in Clearwater, Florida on January 26 & 27, 2018. Call me if you'd like more information.

#### ONLINE SALES TRAINING SESSIONS

Sales Boot Camp for the digital age is made available to your new or long-time sales professionals. The format allows the presenter to be seen by all participants as they view and participate in the program. They respond to questions from the training leaders and ask questions that will help them become more professional and successful. After a one hour session your people go out into the field to put into practice what they learned that day. It's very practical, time and money wise. You know what to do, call me.

#### I WANT TO HEAR FROM YOU

These are just a few of the benefits available to you as members of IFPA. Even this magazine is furnished to you because of your membership in the Independent Free Papers of America.

I'd really appreciate hearing from you about what benefits work best for you, which ones you value most, which ones you don't take advantage of, and how we can improve. You may reach me by calling me at 931.922.4171 or email me at douglas@ifpa.com

I'm looking forward to hearing from you soon. Thanks!





#### 1. ALWAYS BE PROSPECTING FOR AD SALES LEADS

One prospecting strategy that one should keep in their arsenal is a "Big 50 Prospecting Plan." Successful salespeople know their numbers. They have a number of prospects that they're going to work in an effort to close a certain amount of business, and that's a useful strategy to adopt.

Here's an example of an often successful prospecting technique:

1- Work 50 brand new prospects in a 30-day period, including people that are already active in the marketplace, new business owners, and people with a marketing director.

2- Work 50 in an effort to get 10 quality meetings scheduled.

3- Of the 10 quality meetings, typically around eight proposals will arise.

4- From the eight proposals, often around four deals will be closed.

#### 2. WORK JUST AS HARD TO KEEP AD SALES BUSINESS AS TO GET AD SALES

It's important to focus on maintaining really good customers, as retention is crucial. Here are some ways one can take care of clients on a weekly, monthly and quarterly basis without using a sales-y approach:

• Share business articles with advertisers, no strings attached

• Invite advertisers to seminars, webinars, events

• Give away branded swag to keep one's logo and brand in front of clients at all times.

#### 3. ALWAYS PITCH TO THE DECISION MAKER WHEN POSSIBLE (OR EQUIP LIAISON TO THE FULLEST)

In a media ad sales space, typically one often can't pitch to the decision maker. If one wants to be the best in their company, in their market and in their industry, they should understand how to equip the marketing director to take one's information to the next level. To do this, one should start by by communicating to the gatekeeper-if they are interested in the product-what tools they need to gain their boss's interest. One of the main problems with media kits today is that they are often designed for a broad audience, when salespeople should deal in specifics.

It's important to find out what the decision maker prefers—analysis, images, email, PDFs, powerpoints, videos, etc.—and utilize that format to increase the chances of getting the signature.

#### 4. REMEMBER ADVERTISERS BUY WHEN THEY'RE READY-NOT WHEN SALESPEOPLE ARE READY TO SELL

This is important, because as a salesperson, one's timing is usually bad. To remedy this issue, numberone sales reps usually plan three to six months ahead of their deadline. It's also important to remember that too much pressure isn't a good thing, and putting people under the gun typically doesn't work out. By planning in advance (say four to five months out) one can: save the advertiser money, design a more effective campaign, and relieve pressure the pressure of selling on a deadline.

10 Secrets of Ad

**Sales Superstars** 

#### **5. ASK GOOD QUESTIONS**

One should consider what go-to questions salespeople typically use and change it up in order to stand out from the pack.

Here are some useful questions to ask:

Who do you feel is your harshest competitor?

If we could create the perfect ad, what do you want to result from that ad?

The right question can separate one from media sales counterparts while boosting the prospect's interest.

#### 6. KNOW HOW TO SELL COMPETITIVE ANGLES

Most sales reps gather leads by looking to see what businesses are advertising within their choice medium. The reason that this doesn't work well is because one always appears to be late to the party. Instead, one should choose an advertiser that's running ads within one's medium and call on their biggest competitor, resulting in what could be called "competitive chaos." By selling a competitive angle, one is working with knowledge that promotes instant leverage. It's as simple as calling and saying something along the lines of "Hello, I've noticed that your competitor is really marketing hard. I feel that I

#### continued on page 16

# **10 Secrets**

have a way that could potentially grow your share of the market."

#### 7. BECOME A TIME MANAGEMENT MASTER

Blocking out time and scheduling carefully is a good way to ensure patterned success. This can be done by identifying and blocking out time for the four or five very important tasks that need to be done every day. To become a time management master, it is imperative that one respects the calendar. An efficient calendar is the most basic management tool to keep one consistently on track.

#### 8. MANAGE ADVERTISER EXPECTATIONS

A big part of managing advertiser expectations is to avoid overpromising and underachieving. Many salespeople go into a sales call with a pitch that their media team can't back, while those that are the best in their companies are awesome at managing customer expectations from the get-go. One should consistently let the advertiser know what they can come to expect from one's service. By staying in contact and delivering on one's promises, one can boost retention rate tremendously.

#### 9. TEACH TO SELL

There are currently more advertising options now than ever before. That makes it important for salespeople to be educated, be good conversationalists, and be able to teach whatever they do. At the beginning of a meeting, a salesperson should ask the advertiser to rate their knowledge of marketing on a scale of 1-10. By gaining insight into the advertiser's knowledge base, one can then construct the conversation in terms that the advertiser can understand and teach them along the way. Advertisers will always buy more if they accurately understand

what one is selling.

#### 10. PAINT A PICTURE OF POTENTIAL.

Great salespeople understand that they need to paint a picture of potential, which means to means to always under-promise and over-deliver, while also letting the advertiser know what just might happen if they run an ad. The best way to paint a picture of potential is to relay a success story, which should involve growth as a direct result of a placed advertisement. One shouldn't focus on things sold, as it's too specific. Instead, one should look for solid business success stories that will make sense to one's advertiser and get them excited about how they too could succeed with one's product.

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by Joe Mathes



# People are ditching cable at a faster clip than previously thought

#### From Business Insider

People are abandoning cable TV faster than previously thought, and that's having a negative effect on TV ad spending.

According to eMarketer's latest figures, TV ad spending in 2017 will total \$71.65 billion, a year-over-year increase but down from the \$72.72 billion predicted earlier.

People are also spending less time in front of the TV, with the average time among US adults dropping to three hours, 58 minutes a day this year, the first time it has dropped below four hours.

TV ad spending will be lower than anticipated this year, according to eMarketer, because people are cordcutting at a faster clip than previously expected.

According to the market-research company, TV ad spending in 2017 will expand just 0.5% to \$71.65 billion, down from the \$72.72 billion predicted in its first-quarter forecast for 2017. Further, it said, TV's share of total media ad spending in the US will drop to 34.9% and is expected to fall below 30% by 2021.

"eMarketer expected a slowdown this year in TV ad sales, after 2016 benefited from both the Olympics and US presidential election," said Monica Peart, eMarketer's senior forecasting director. "However, traditional TV advertising is slowing even more than expected, as viewers switch their time and attention to the growing list of live streaming and over-the-top [OTT] platforms."

Cord-cutters, or consumers who are opting for getting their TV via the internet rather than traditional pay TV services, are a major factor behind tempered TV ad spending. As the phenomenon gains momentum, traditional pay TV operators like Dish Network are developing their own streaming platforms such as Sling TV, networks such as HBO and ESPN are launching or planning their own standalone digital subscription services, and digital players like Hulu and YouTube are delivering live TV channels over the web at lower prices.

In fact, cord-cutting has become so prevalent that even telecommunication companies like AT&T and T-Mobile have jumped in on the action in recent weeks, offering customers bundle deals with access to streaming services like Netflix and HBO.

eMarketer has also increased its estimates for the growth in cordcutters substantially for 2017 through 2021, saying that by 2021 the number of cord-cutters will nearly equal the number of people who have never had traditional pay TV, or "cordnevers."

The company forecasts that there will be 22.2 million cord-cutters over the age of 18 this year, more than

the 15.4 million the company had previously predicted. This figure is up 33.2% over 2016. The number of US adult cord-nevers is expected to grow 5.8% this year to 34.4 million.

"Younger audiences continue to switch to either exclusively watching OTT video or watching them in combination with free TV options," said Chris Bendtsen, the senior forecasting analyst at eMarketer. "Last year, even the Olympics and presidential elections could not prevent younger audiences from abandoning pay TV."

While eMarketer predicts that 196.3 million US adults will still watch traditional pay TV, including cable, satellite, or telco, this year, that number would be down 2.4% from 2016. By 2021, the company thinks, that total will have fallen nearly 10% compared with 2016.

US adults who watch TV are spending less time in front of the screen as well. The average time spent watching TV among US adults this year will drop 3.1% to three hours, 58 minutes a day this year, according to eMarketer, the first time it has dropped below four hours.

In contrast, digital video consumption continues to rise. US adults will consume one hour, 17 minutes of digital video this year, the company said, up 9.3% over 2016.



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Joe Mathes

Joe Mathes Delta Publications-Kiel, WI IFPA Board Member



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# Hired despite a criminal record, fired because of a criminal record

*by Laura Mallory* lmallory@kingballow.com

The employee, who had a criminal record, applied for a job at a popular home improvement store's distribution center. The labor firm interviewed management the employee on behalf of the distribution center. The employee was forthcoming about his criminal conviction and asked if he would be rejected because of it. The labor management firm advised the employee that "he was good to go" and hired him on the spot. While working, the employee was accused of harassment and was suspended pending an investigation. The employee was eventually terminated because of his criminal history. The employee filed a lawsuit claiming he was wrongly terminated based on his criminal history under Pennsylvania law.

#### PENNSYLVANIA EMPLOYMENT LAW

Pennsylvania is an "at-will" state, which means that employers may discharge an employee with or without cause, absent a statutory or contractual provision to the contrary. There are two exceptions to the at -will doctrine: (1) if an employer terminates an employee with a special intent to harm and (2) when an employee's termination is contrary to public policy. While what constitutes "contrary to public policy" has not been clearly defined, there are three circumstances where public policy has been found to trump the "atwill" employment doctrine. The first is an employer cannot require an employee to commit a crime, second is an employer cannot prevent an employee from complying with a statutorily imposed duty, and three, an employee cannot discharge an employee when specifically prohibited from doing so by statute.

Pennsylvania has a law, Criminal History Records Information Act (CHRIA), that applies to the hiring stage of employment and prohibits employers from arbitrarily relying on the criminal record of a job applicant in refusing employment.

Here, the employee alleges that his termination was in violation of public policy, specifically, that CHRIA was



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violated by his termination. CHRIA is silent as to the use of a criminal record during the termination of an employee. The employee argued that interpreting CHRIA to only apply in the hiring stage is nonsensical, as an employer could obtain a criminal background check, hire the applicant for a day (claiming it did not consider the criminal record) and then fire him the next day because of the criminal record. The court agreed that while the employee's argument is logical, it was not the law. The court reiterated that CHRIA only applies to employer's relying on a criminal record information during the hiring process. Accordingly, the court dismissed the employee's case, as the CHRIA does not establish an exception to the at-will employment doctrine under Pennsylvania law.



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# IFPA Board Meeting Thursday, August 17, 2017 Conference Call

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

Finances– Deborah Phillips The July financials were emailed prior to the call. Deborah gave an overview of the current financial situation. Dan made a motion to accept the financial report, Eric seconded the motion, all were in favor.

2017 Conference – Jane Means: Jane gave an update on the current status of the New York conference. There was discussion on how to boost attendance before the hotel room block deadline.

Future Conferences/2018 – Dan Buendo/Jane Means: Dan, Katie and Douglas have been meeting to discuss future conferences and gave an update on potential partners, locations, investments, etc.

Publishers Summit – Katie McNabb: Katie reported that the committee will meet next week and will have marketing materials ready to distribute in New York.

Paperchain – Douglas Fry: Douglas shared information on the current status of Paperchain and there was discussion on the IFPA investment.

FITS – Eric McRoy: Eric lead discussion on what steps could be taken to revive the FITS program.

Eric made a motion to adjourn, Dan seconded the motion, all were in favor. The meeting was adjourned at 10:05 am EST.

Recording Secretary Danielle Burnett



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