



tip

The Independent Publisher

President's Message
page 8

Bob Wright
Scholarship Recipients
page 9

AUDIT PROMOTION CHECKLIST

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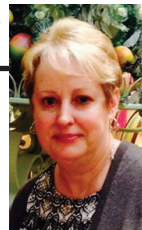
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"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

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

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"Experience is the name everyone gives to their mistakes."

Oscar Wilde



Phone Safety Tips



Now more than ever, criminals utilize phone calls in their ever-evolving strategies to take advantage of unsuspecting individuals. It's important to arm yourself with the information needed to identify and protect yourself from phone scams.

To help keep you safe, your phone provider will never request sensitive personal information like passwords, credit card numbers, or bank account information. They will not call or email you with requests to access your computer, and do not offer virus protection plans or 10-year calling plans. Report suspicious activities by third parties representing themselves as your provider should be reported immediately.

CALLER ID FALSIFICATION

Caller ID, while a helpful tool, should not be solely relied upon to identify incoming calls. Scammers can modify their caller ID to appear as any number they wish (real or non-existent), including phone numbers from individuals, companies, and even the government.

FAMILY OR FRIEND EMERGENCY SCAMS

Scammers may call you pretending to be a family member or friend who is in a bad situation. They may present an urgent, distressing story involving things like an accident, travel issues, or even jail. They may request that you send money right away via a fast, untraceable method (like gift cards or wire transfer) - their goal is to get your money before you realize you have been scammed.

In these situations, it's important to think calmly and with a level head. Ask the caller questions that only the person they report to be would know, and attempt to call them back on a known-good phone number. If you

aren't able to verify their identity, do not hesitate to reach out to others to validate their story.

COMPUTER-RELATED SCAMS

You may receive phone calls claiming to be tech support from reputable companies (such as Microsoft or Apple) stating that you have a virus, or other computer-related issues. These callers often request information about or remote access to your computer under the guise of diagnosing or repairing the reported issue. Legitimate companies will typically never call you to report issues with your computer. Regardless of how convincing the caller sounds, if you receive this type of call, do not provide any information or access to your computer, and hang up.

Likewise, be wary of any emails or pop-up alerts with similar claims. Do not click on any links displayed, and before placing an outbound call to a phone number found in one of these notifications, perform a search on Google to verify its authenticity. Do not dial the number if the results are suspicious.

Never navigate to or enter information on websites these individuals direct

you to visit. Doing so could result in loss of control of your computer, the installation of a virus, or your information being stolen.

IRS IMPERSONATORS

Callers identifying themselves as representatives from the IRS may claim that you need to make an urgent payment. Oftentimes these demands include threats of arrest and jail time, or other severe penalties if you do not comply. These calls may appear to come from legitimate phone numbers, and the caller may appear to know some basic personal information about you (like your name and address).

It is important to be aware that even if you do owe money, the IRS will typically send you a bill prior to calling you. They won't demand payment via any specific method (like gift cards or wire transfer), and they won't ask for credit or debit card numbers over the phone. They will always give you the opportunity to appeal the amount of money you owe, and they won't threaten to involve law enforcement. You can contact the IRS regarding taxes owed by calling 800-829-1040. Stay connected & safe.



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Tariffs and Supply Disruptions Threaten US Papers



By Richard N. Velotta (Las Vegas Review-Journal)

Newspapers across the country could be thinner or even disappear in the near future as news executives nationwide wrestle with disruptions in paper supplies and new tariffs on newsprint.

Tariffs as high as 32 percent have been placed on imported newsprint from Canadian paper mills as the U.S. Commerce Department and the International Trade Commission investigate complaints of unfair trade practices leveled against Canadian suppliers by a Washington state-based paper company.

Tariffs have driven up the cost of newsprint, a commodity that already has seen prices increase over the years because of high demand and low supply. Newsprint is generally the second-highest cost for newspapers after payroll.

The problem is an additional frustration for the Las Vegas Review-Journal because its traditional newsprint supply rail route has been disrupted by Project Neon's freeway improvements.

"Ensuring we have an adequate supply of newsprint is a day-to-day proposition," Review-Journal Vice President for Production Janet Owen said Wednesday.

"We have been managing with limited newsprint reserves for about six months, and we don't anticipate any improvement this year. The Review-Journal is doing everything possible

to secure newsprint deliveries."

NEWSPRINT SURCHARGES

In Northern Nevada, the 65 commercial printing accounts of PressWorks Ink in Carson City received an email from General Manager Chris Johnston on Wednesday announcing they would be assessed a newsprint surcharge on their orders because of the tariffs.

The surcharges vary depending on the size of the jobs, but Johnston said his company believes the pass-through costs are the fairest way to address the increase.

"They didn't budget for this price increase, and it's affecting everybody," Johnston said.

He said he has seen fluctuations in the newsprint supply chain because orders for paper that once took two to three weeks now take four to six weeks to fulfill because of increased demand.

Some of his colleagues, he said, are buying paper from American producers to dodge the tariff charges despite higher domestic prices resulting from high demand.

RURAL NEWSPAPER CRISIS

Paul Boyle, senior vice president of public policy for the News Media Alliance, an Arlington, Virginia-based trade association representing about 2,000 newspapers in the United States and Canada, said the disruption is having a devastating impact on newspapers across the country, including some in rural

areas that are on the verge of ceasing publication.

Boyle said the Commerce Department is scheduled to conclude its investigation and make a determination on tariffs by Aug. 2.

Meanwhile, the International Trade Commission is expected to conduct a hearing July 17 and issue its findings in September, Boyle said.

"Countervailing and anti-dumping duties have been used and enforced by the government to protect U.S. industries and U.S. jobs, but with this petition for tariffs on newsprint, it's actually going to have the opposite impact," Boyle said. "Newspapers are facing considerable headwinds. We're already seeing the impacts of these tariffs with newsprint prices going up 30 percent, and in some cases small newspapers are having a hard time actually finding supply because the market is completely disrupted."

Newsprint supply problems began years ago as newspaper circulation declined and many publications shifted to digital formats, reduced the size of their publications or stopped printing on some days of the week.

To survive, many U.S. paper producers closed mills, reduced operations and began selling more newsprint to thriving markets in China, Russia and Europe.

SMALL MILL'S COMPLAINT

Recently, a small mill in Longview, Washington, North Pacific Paper Corp., owned by hedge fund One

Rock Capital Partners, complained that Canadian mills were competing unfairly with U.S. producers by operating with federal loan subsidies and harvesting trees on government land.

One Rock's website said the New York-based hedge fund focuses on "underoptimized" companies, those that don't make as much money as they potentially could. Working with a strategic partner, Japan's giant Mitsubishi Corp., the fund is invested in fast food outlets, consumer appliances and chemical companies. It acquired North Pacific Paper in 2016.

While the Commerce Department investigates North Pacific's complaints, temporary tariffs from 6.5 percent to 10 percent have been levied with collections going to an escrow account until the investigation is complete. This month, an additional 22 percent tariff was assessed because of a new allegation that Canadian mills were underpricing their product.

Though the tariffs are only temporary, American mills, which on average are running at about 97 percent of capacity, have raised their prices as demand goes up. Industry leaders fear newspapers might have

to increase advertising rates and costs to consumers or cut staffs to keep up with the higher prices.

AD REVENUE KEY

While displaying news exclusively online is an option for news organizations, print advertising is the primary generator of revenue for most newspapers and is essential to keeping the newsgathering side strong.

"It's very possible that inadequate newsprint reserves will affect the page counts of the Review-Journal and perhaps that of our partner in the joint-operating agreement, the Las Vegas Sun," Review-Journal Publisher and Editor Keith Moyer said Wednesday. "We'll do everything possible to keep popular features in the print edition every day, and if we have to cut some content, we'll publish the newspaper in full for our e-Edition."

STOPP CAMPAIGN

Boyle said the News Media Alliance is coordinating an education campaign about newsprint tariffs and how they are affecting local communities. The organization is encouraging the public to contact representatives in Congress through its new website, stopnewsprinttariffs.org.

The organization's STOPP campaign — for Stop Tariffs on Printers and Publishers — says tariffs threaten an estimated 600,000 jobs across the U.S. printing and publishing industry.

NEWSPRINT BY THE NUMBERS

— Each roll of newsprint weighs just under 1 metric ton, about 2,200 pounds.

— Each roll prints 32,000 copies of four pages across, or eight total using both sides of the roll.

— If unrolled, a roll of paper would stretch just over 11 miles.

— The Review-Journal uses about 150 rolls per week for the daily publication and to print El Tiempo, Auto Magazine, Neon and the company's affiliated weekly newspapers in Pahrump and Boulder City.

— Newsprint rolls arrive by rail car directly to the Review-Journal building, which can accommodate the content of five rail cars holding between 72 and 87 rolls each. It takes about three days to use all the paper in a full rail car.

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by
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REAL SALES TRAINING ON DEMAND

I don't get it. Most anytime when any of your IFPA board directors talk to ANY fellow member, industry challenges are discussed. It's very common for all of us to wish there was a better way to train sales reps so they know what the heck to do when they are out on the street. It's a real frustration to say the least.

If I hadn't mentioned it before, your IFPA board listens! So Rick Wamre, board member from Dallas, coordinated (with the assistance of Doug Fabian and Douglas Fry) a tremendously valuable Newspaper Sales Training program with Ryan Dorhn, a professional sales trainer who specializes in Print and Digital advertising. If you have not had the pleasure of hearing Ryan speak, you've missing out on solid information presented with great energy. To bring down the cost even more Danielle Burnett arranged several of our associate members to sponsor this great program.

This program is geared to Print Publishing Professionals and has 6 sessions. They are:

- 10 Critical Sales Questions
- Writing Amazing Emails: Tips to Get Advertisers to Respond
- 7 Ways to Sell Web and Digital Like a Boss!
- Why Buy Now: 10 Reasons to Close the Sale TODAY!
- Time Management Mania: Boost productivity 35% in 1 Week!
- Habits of Super-Star Media Sales: Sales Executives

I don't know about you, but every one of our sales reps would benefit by becoming more of an expert with every single one of these sessions.

Each session ranges from a half hour to an hour long. Each session comes with a study guide, templates you can download as well as a copy of all the slides. Watch them on your iPad, watch them on your computer or watch them on your phone.

But here's the BEST news. You can have access for one whole year to ALL the sessions ALL the time for ALL your sales team. How much you ask? Only \$149 complete. That's right, you do not pay \$149 per rep,

you do not pay \$149 per session, you pay \$149 and your entire sales team becomes more professional to make more money, sell more print ads, sell more digital ads.

You may have a rep who would rather watch a session Saturday afternoon ... OK; maybe someone else wants to work a session in a lunch ... OK. You hire a new rep in August ... great. Two reps need a refresher session in October perfect. There's no schedule. Watch and learn from them in any order. This program is available 24/7, in other words, "On Demand". I am confident you cannot get better training from a professional sales trainer. I am also confident you'll never pay as low as \$149 for an entire year for your entire team! You will not be disappointed.

What are you waiting for? Go on to www.ifpa.com and sign up right now. There is a "sneak peak" available on our website, so check it out. Or call Douglas Fry at 931-922-4171 and he'll get the ball rolling.

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Jane



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Bob Wright Memorial Scholarships Awarded For 2018

By Deborah Phillips, Bob Wright Memorial Scholarship Chairperson

I know I have said this before. But this year was the most difficult to choose the recipients of the Bob Wright Memorial Scholarships! We had 14 completed applications this year, four more than last year. And each person had good grades, wonderful goals, and community involvement. The applications were each reviewed and read several times. And they were found to have met all the scholarship requirements.

The 2018 recipients are Kaitlyn Lindsay, Lauren McIlvaine, Jacob Quattlebaum, Maegan Kee, Angelle Legendre, Nathan Piersma and Christie Pilger.



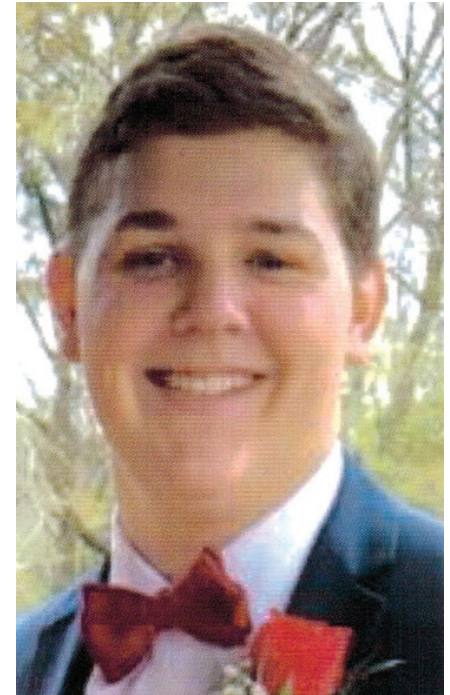
Kaitlyn Lindsay of Lewis, New York is graduating from Elizabethtown-Lewis Central School District this year. She is planning on attending Siena College in the fall to obtain a bachelor's degree in Health Studies. And later she plans to continue her education to become a Physician

Assistant. She is ranked second in her class of 15 students and participates in the New Visions Medical Career Program where she spends half her day studying at the local hospital and other half taking AP classes. She has also participated in the North Country Model United Nations Conference, Harvard Model United Nations annual conference, student council and National Honor Society. Her parent, Maureen Lindsay, works at Denton Publications, Inc.



Lauren McIlvaine of Lancaster, Pennsylvania graduated from J.P. McCaskey High School in 2017. She will be attending Temple University. She was 8th in a class of 609 and has a GPA of 4.62. She received the AATF Outstanding French Student and was a member of the National Honor Society, French Honor Society, Debate Team and a member of the James St. Mennonity Church Youth Group. She has an ardent desire to become a successful architect. Lauren's parent, Joanne McIlvaine, is employed at Engle Printing.

Jacob Quattlebaum of Enterprise, Alabama is graduating this year from Enterprise High School with a GPA of 4.17.



He plans on attending Auburn University Samuel Ginn College of Engineering in the fall. Jacob's activities include National Honor Society, EHS Engineering Program, EHS Principal Advisory Committee, EHS Football Team (Captain), and EHS Baseball. He has participated in Operation Christmas Child, Buddy Walk for Downs Syndrome, First Baptist Church Youth Group and more. His father, Russell Quattlebaum, is publisher of Southeast Sun.

Continues on page 10



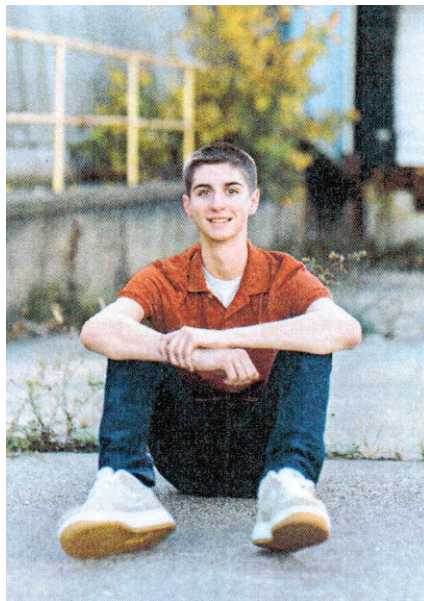
Scholarships



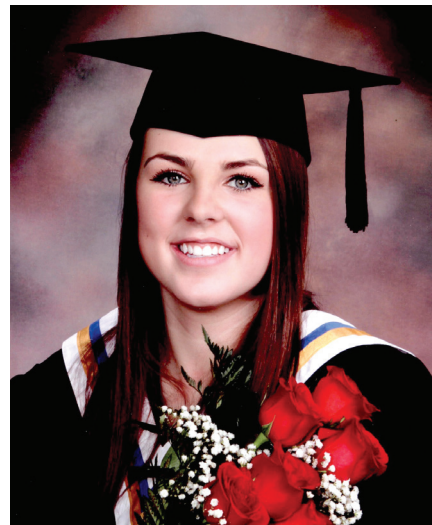
Maegan Kee of Cresson, Texas graduated from Nolan Catholic High School in 2016. She is attending the University of Arkansas in Fayetteville. She has a GPA of 91.53 and received the Communication Application Award, Duel Credit Government Award and Community Service Award. Maegan participated in basketball and was a volunteer at Saint Andrew's Catholic School. Her goal is to own and operate a dermatology practice. Her parent, Donna Kee, is employed at Wedgwood Shopping News.



Angelle Legendre of Larose, Louisiana will graduate this year from South Lafourche High School. Her GPA is 3.65 and her many activities, in just her senior year, included SLHS Varsity Cheerleading, National Honor Society, Senior Class Officer, 4-H Member, Math and Science Club, Newspaper Club and co-editor of the Yearbook. She plans on attending the University of Mississippi and her goal is to become a pharmacist. Angelle's parent is Addy Legendre, who works at The Lafourche Gazette.



Nathan Piersma of Otsego, Michigan will graduate this year from Otsego High School ranked number one in his class of 146 with a GPA of 4.38. Nathan was a Scholar Athlete, Elks Most Valuable Student on the state level, National Honor Society and Senior Drummer at Northbridge Church. He was also an employee of Community Shoppers Guide. He plans on attending the University of Michigan and getting a bachelor's degree in Cellular and Molecular Biology. His mother is Pamela Piersma and she is employed at the Community Shoppers Guide.



Christie Pilger of Camrose, Alberta, Canada graduated from Camrose Composite High School. She was very active in sports, including basketball, softball, figure skating, and volleyball. She was a volunteer with the Purple Martin Conservation Society. Christie is studying criminal and procedural law in the School of Justice Studies at Lethbridge College. Her father, Ron Pilger, is sales manager and associate publisher of the Camrose Booster.

Congratulations to all our scholarship recipients! We wish you success in continuing your education.





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

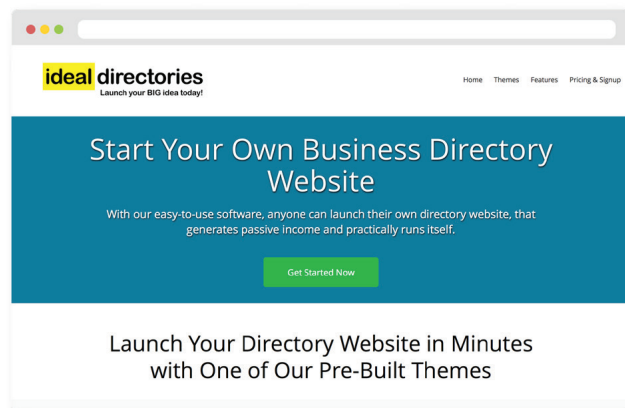
What is it?

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?

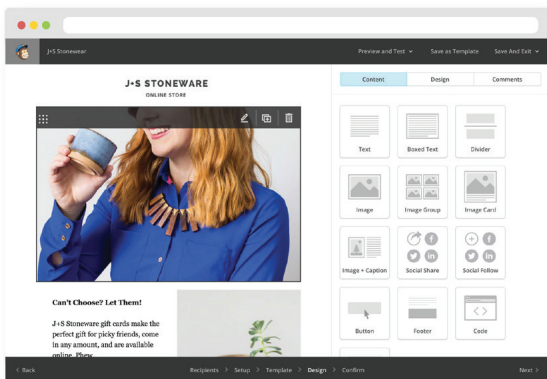
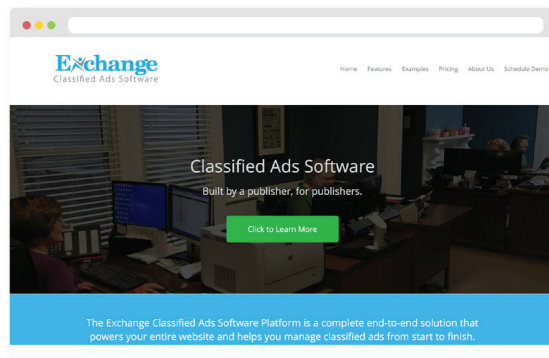
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

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

Graphic Hooks

Wow, come back from Mexico... on the 9th of April to the reality that only Wisconsin can give regarding the weather (OK, there are other Midwest states involved). From mid-eighties to lots of snow! So plenty of time to spend indoors and look at my “Creative Cloud” programs. It was a little overwhelming to say the least. I am apprehensive about diving in directly because I may have to “share” articles with other people (although saving as an **IDML** (InDesign CS4 or later) will let me share. Now I have to decide which articles can be done in **Adobe InDesign CS6** and which I can go directly to **Adobe Creative Cloud**. I’m not quite sure what to do with **Adobe Creative Cloud**, so I am still working in **CS6**.

Little by Little, Bit by Bit...

However, I am working in **Photoshop CC** and **Illustrator CC**... and yes, they have moved certain tools and functions that I was familiar with... hate that! However, I have gone back to my **InDesign Magazine** subscription to find out what I have missed. In the past, I would have relied on a Quick Start book for the programs, but it seems even they can’t keep up with the changes that occur in the Cloud. Adobe does offer “tutorials,” but I haven’t had a chance to check them out, yet.

Resolution

In the March InDesign Magazine issue #107, there is an interesting article called “Helping Photoshop and InDesign Play Nice.” Apparently you can get InDesign content in to Photoshop, but I was reminded about proper preparation of Photoshop files to bring into InDesign... Resolution. Photoshop images are pixel-based, or raster images, and resolution is critical.

Too low a resolution and the pixels get all bit-mapped. Too high a resolution and you are loading up the file with more information, thereby creating larger than necessary files and that too can be a problem. I tend to use a resolution of 200–225ppi for most of the photos I use. If I print on coated stock, high quality, I will go 300ppi. I still can remember back in the day when I received photos that were 600ppi or more!

This is why I have always stated that getting the photos into a size and resolution that you will be using is your best bet. This is a big difference between a raster image and a vector image (Illustrator).

The photo of the Pygmy Owls in the next column were imported at 100%. The smaller owl is at 200ppi, while the larger owl is at 72ppi (which is great for computer screen resolution). I would have to reduce the larger owl to 36%... but why? Printing at a greatly reduced bit-map version could lead to loss of detail.

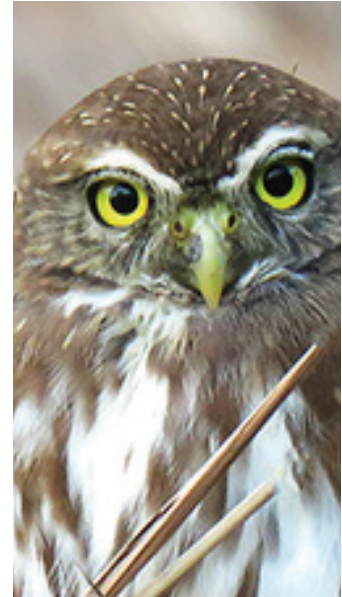
Color Themes—Kuler Panel

Remember a long time ago when I presented information about the Kuler Panel? It was August of 2011 and I showed some of the nifty color combinations you could do. It was found under **Window>Extensions>Kuler**, but when I went to do that today, nothing!

The Kuler Panel (pronounced *coo-ler*—but it doesn’t matter... it too has gone through changes, which is why I have switched to **InDesign CC**, where this panel is found under the **Eyedropper Tool**) and is now called the **Color Theme Tool**. I did tell you that you were going to learn with me!

Back then I said The Kuler panel only worked in the RGB color mode, but you can always select those swatches and use **Swatch Options** to convert to CMYK—now I will let you know next month what happens. Fortunately, **InDesign CC** still has a number of features that haven’t moved and work the same as earlier versions.

For example, I came across this color combination in 2011 called—and don’t let the name alarm you—*Taxidermy Tragedy*.



There are a number of colors in this combination that work very well together. For instance, the middle three, the right three and even the left three colors. The reason I picked three is because that makes a good color combo—one is my primary, most used color, the second is my accent color and the third would be my emphasis color (just a small amount will do it). I could also use tints and/shade of these colors as well. Just exercise restraint in color choices—too much color can be detrimental to the overall unity and emphasis. Use for contrast.

I am including a few other color combinations that I found to be more interesting than the usual choices.

The top group is **Watermelon**, a good choice to convey the idea of spring and new birth.

Our bottom group is **Herbs & Spice**, a little bolder palette and again, think in terms of choosing three colors for best results.



The following color combo I created with the **Color Theme Tool** based on the color I like (Pantone Purple) and was called **Colorful**. It also offers variations on these colors... Bright, Dark, Deep, Muted. This theme offers a way to try other color combinations in a fast, easy way. Now I just need to find out more about it!



Sorry... for my rant a little earlier, but I still don’t react well when programs let me down. Ah, well, at least it’s not like the time I had to switch from QuarkXpress to InDesign... and next time I will know more... **Until next month...**

Ellen Hanrahan hanrahan.In@att.net ©2018

SCS Installs Tech at Shamrock Creative

SCS installs enterprise ad services and logistics technology at Times-Shamrock Creative Services (TSCS)

Nazareth, PA – SCS is pleased to announce that Times-Shamrock Creative Services (TSCS), of Scranton, PA, has replaced its legacy ad tracking system with SCS/Track. The project went live on March 19, 2018 with nearly 400 users nationwide.

TSCS provides ad building, among other services, to newspapers across North America and to all Times-Shamrock-owned properties.

“TSCS was looking for an entirely web-based ad services and logistics system that could handle both print

and digital ads, including multi-page PDFs, animated GIFs and improved gang ad manipulation,” said Kurt Jackson, Vice President and General Manager at SCS. “Additionally, the center has realized tremendous cost-savings by utilizing SCS’s Local Cloud Appliances. Hosting costs for the entire enterprise have been significantly reduced.”

SCS/Track is used by all TSCS staff, advertisers and customers for creative material life-cycle and logistics tracking. SCS/Track manages the complex trafficking of all print and digital ad production, proofing and archiving. Digital asset toning, normalization and conversion are done in Color Factory from Fotoware, also provided by SCS.

SCS/Track is now available for group and corporate design centers, large and midsized dailies, and weekly and community newspapers.

You can learn more about TSCS at www.tcsdirect.com.

ABOUT SCS

SCS offers an extensive line of publishing related applications, including Layout-8000™. More than 300 sites producing over 1,000 publications in 18 countries in five languages use SCS mission critical software every day. SCS is privately held by Richard and Martha Cichelli. You can learn more about SCS at www.newspapersystems.com.

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An Industry Giant is Stepping Down

One of the giants in the free paper industry is stepping down from his position as executive director of the Free Community Papers of New York (FCPNY).

Dan Holmes has announced he will retire in April. Holmes served in many roles with the Association of Free Community Papers (AFCP) and Free Community Papers of New England (FCPNE) when he was the owner and publisher of the Berkshire Penny Saver in Vermont.

Throughout his career in the free paper industry, he has been honored for his volunteer work at his publication and for his work in the free paper associations. His goal has always been to help the industry and the communities in which he lived.

As the publisher in Berkshire, he headed an eight-year project with the Lee Community Development Corporation to develop an industrial and office park. His efforts resulted in the development of an 11-lot complex through the securing of \$1.7 million in state grants. For his service he received the Rotary International Paul Harris Award.

For his service to AFCP, in 1999 he was named the association's Publisher of the Year. In 2008 he received the AFCP Distinguished Service Award. He served AFCP for 17 years. He is a past president and has served on many volunteer committees.

For FCPNE, he served on the board of directors and in every office including president.

For the past 11 years he has served as the Executive Director of FCPNY.

Holmes earned a bachelor's degree in journalism from St. Michael's College in Burlington, Vermont. His career started following college when he was employed as a feature writer and photographer for the Vermont Catholic Tribune.

Early on his dream was to own his own publication and it became a reality. His wife Susan's uncle owned the Berkshire Penny Saver and called to tell them he was retiring. Holmes and his wife agreed to purchase the publication and become entrepreneurs in the community.

"Holmes said, "Transitioning from an employee role to an ownership role at the ripe age of 23 was exciting but intimidating at the same time. Suddenly Susan and I found ourselves in debt for the first time and responsible to employees who we barely knew and who had families and personal responsibilities that we could not personally relate to, but now shared.

"Our success or failure was going to impact others, this was a big change from our previous life living in remote Vermont, working for others and responsible only for ourselves."

The ownership role also provided immediate access to business leaders who had local knowledge and plenty of experience to share. Through their memberships in organizations like Rotary and their area chambers of commerce and business development agencies, they were able to learn from these leaders and chart a successful course for their business.

Holmes said, "Recognizing the importance of these types of business contacts we agreed, somewhat



begudgingly, to attend a NAAP conference at the strong suggestion of the Penny Saver's previous owners. Sometime in the mid-1980's I began my long, rewarding involvement in what is now AFCP as well as our regional association, Free Community Papers of New England. These associations provided me priceless access to owners and managers in the free paper industry that furthered our success and enjoyment of the business, many of whom have become life-long friends. I honestly credit both associations with so many ideas and so much motivation that carried us to years of personal and business growth."

After eleven years of filling the role of executive director at the Free Community Papers of New York, another opportunity that he attributes to his time and experience at FCPNE and AFCP, Holmes said, "I look forward to spending more time with my partner and loving, patient wife Susan and the children and grandchildren, both at home and at our beach house in South County, Rhode Island.

"I anticipate continuing to fill some time in volunteer capacities since I never have learned to say that simple two-letter word, no. We love to travel and we both golf so there will be plenty of both of those activities in our future," he said.

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Not All Attempts To Eliminate Newspaper Ads are Working

by
Peter Wagner



Newspapers and Shopper publications in Iowa and surrounding states are again carrying a major grocery chain insert that pulled out of all papers the end of December. I am purposely leaving out the name of the chain.

The return of the insert is good news for us for the foreseeable future. Good for our papers because the weekly insert revenue is important to our company's bottom line. Good for the grocery chain because local community families look to our local publications for the weekly food specials every week.

The local and metro papers alike were dropped by the chain in response to many unknowns and explosive changes in modern marketing. Believing all papers are deluded by huge circulation losses, the company's top management decided to use just direct mail, social media blast emails and increased television to promote shopping their stores. The emails would be sent to customers who had shared their email addresses as part of the chains gas discount program.

But the direct mail program, with its much higher postal costs, was usually directed just to homes within five miles of the store or patrons who were known for high volume purchases. That might work well in major markets, but not in rural areas where the next community in any direction was at least seven to 10 miles down the road.

Part of the food chain's reasoning was the company would save money

by controlling duplication of delivery where one paper overlaps another. Part of it was the hope the change would reach more younger buyers. Much of it, as we said earlier, was the food corporation was hearing that "newspapers subscription numbers were falling across the nation" and major marketing changes were needed to maintain and grow their market share."

It's what I call the "Chicken Little, the sky is falling" fallacy promoted by social media platforms every day. The surge of electronic publications, continually posting updates to computers, tablets and mobile phones has changed the reading habits of the hip younger generation. But those posts are usually either reports of breaking national or international news or unverified individual observations or opinions.

Only the local newspaper still delivers the church softball league scores and the details regarding the heated discussion at the recent city council meeting. That is why recent newspaper industry surveys are reporting the thirty-year-olds and older demographic is growing for local, community newspapers.

Plus, not all papers are suffering major subscriber losses. The Detroit Free Press is a good example of a paper often cited as an example that newspapers are failing. That once powerful voice across Michigan has lost more than half of its paid subscribers over the last five years. The Free Press now only offers home delivery three days a week, the days when they have the most inserts.

The other four days readers have to buy the newspaper at a nearby convenience store.

But remember, Detroit also lost more than half of its population when America's automotive industry collapsed. There are 900,000 less families in Detroit to subscribe to the Detroit newspaper.

Papers in smaller, rural communities have done much better. From a high point when our N'West Iowa REVIEW reached close to 6,600 homes, The N'West Iowa REVIEW has only lost about 400 subscribers. We credit that retention figure to our large weekly package of news and feature sections, strong regional sports coverage and Saturday morning delivery.

We have no bad feelings toward the food chain for testing new marketing ideas. Both of Iowa's major, locally founded grocery chains have been good advertisers in our papers for many years. Even while the chain discontinued the inserts, the local stores in our two largest communities have continued to purchase occasional print ads promoting image and occasional specials.

Until recently the food chain left almost all the marketing decisions to the local manager. He, they reasoned, was most aware of the local situation and able to get the most return on investment from every promotional dollar spent. The chain built its five-state leadership position through local decision-making policies.

But the retail landscape has changed the last few years. Wal-Mart, Target and other general merchandise discounters have all chosen to enter the grocery business with super stores featuring large grocery sections. Sam's Clubs and Costco are cutting deeply into the purchase of the basics and even meat, produce and bakery sales.

One area business person told me she never visits a grocery store anymore. Instead, she gets a box of ready-to-fix meals delivered to her door twice a week.

Finally, just about every kind of retail business is starting to sell at least some grocery items. Their explanation is families only buy gas, an item of clothing or greeting cards once a week but often need milk or bread daily. Selling at least the basic food items can greatly increase the customer count for any kind of store.

And don't overlook Amazon. That internet retailer is out to eat everybody's lunch. They want all the grocery business as well as every town's book, clothing, health goods and gift business, too. If Amazon has its way, there will be no main street serving any town anywhere.

But, for the moment at least one major chain has discovered that digital media and direct mail won't do it alone. There is still a need for newspaper advertising to succeed. Newspaper and Shopper readers want to continue their decades old tradition of spreading out the weekly printed page of specials out on the kitchen table to see what's good to buy that week.

So, we welcome back the weekly inserts with open arms. The revenue is important to us if we want to continue the size and depth of our printed products.

But more important, the return of the inserts proves the importance of print advertising, especially here in N'West

Iowa where individual beliefs in higher education, the community library and reading the local paper remains high. We hope we can continue to be a worthy conduit between Iowa's two important food chains and our discerning readers for years to come.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. You can receive his free monthly GET REAL newsletter, written exclusively for State Press Associations, by contacting

your association manager. To get his free PAPER POWER email newsletter for publishers, editors and sales managers email him at pww@iowainformation.com. The two monthly email newsletters contain information completely different than the monthly Publisher's Auxiliary column and are available without charge or obligation.



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Hiring? Here's Why You Should Send an SMS Blast



by Edward Page

Text messages work for marketing, and they can work in your recruitment strategy, too. Here are a few good reasons to use an SMS blast when you're hiring.

For publishers and sales managers, acquiring top talents and hiring the perfect fit are their ultimate goals. So, it's important to leverage the various platforms and channels where they can engage with potential hires.

When it comes to recruitment, the power of an SMS blast should never be taken for granted. All mobile devices are equipped with SMS. Whether that's a smartphone or a GSM phone, people always keep their mobile phones within arm's reach. In fact, a recent study revealed that the average user touches their times a total of 2,617 times a day, and 98 percent of text messages are read within just three minutes.

If you're not leveraging SMS for your recruitment and hiring strategy, then you're missing out on a lot. Worse, you could be wasting your precious time on resources or tactics that don't help you acquire top talent.

Here are three reasons you should use an SMS blast for your recruitment strategy.

1. MORE PEOPLE HAVE MOBILE PHONES THAN STEADY INTERNET CONNECTIONS.

While it may seem like everyone you know is glued to a smartphone at all times, the reality is that less than 55 percent of the global population is connected to the internet. Commenting on the Filipino population specifically, engageSPARK CEO Ravi Agarwal said 15 to 20 percent of online users are only connected to the internet intermittently, so they don't regularly check their emails or social media messages throughout the day. If you're trying to reach diverse overseas candidates, you're missing out on nearly half of your potential candidates.

On the other hand, Statista reports that nearly 5 billion of the world's 7 billion people currently have access to a mobile phone, with an expected 67 percent global ownership by 2019. An SMS blast can reach all of these mobile phone users, rather than just the ones who have a steady, constant internet connection.

2. YOU CAN FILL EMPTY SEATS QUICKER.

Because not all candidates are online for the most of their waking hours, they may not be able to see application instructions or updates quickly. As such, your recruitment process becomes lengthier than it should be.

An SMS blast lets you send timely reminders and updates to your candidates so that they can progress in their application quickly. This will help you ensure that candidates don't miss out on scheduled interviews or exams. You can even inform job

seekers of a new opening as soon as it's posted.

3. YOU CAN PRE-SCREEN CANDIDATES.

One of the best things about using an SMS blast for your recruitment strategy is the ability to instantly pre-screen a candidate. For instance, one of your current employees referred a candidate and gave you their number. That doesn't automatically mean that the candidate has provided consent for you to call them regarding a possible job.

But, when you send an SMS asking whether they are willing to apply for the specific position, then you're already pre-screening them. Through that simple text message, you can determine whether the applicant is really interested in the job. No need to waste air time trying to call that candidate. It's that simple.

An SMS blast is a common and successful marketing strategy, but many recruiters still fail to see its value in today's digital world. If you want to speed up your recruitment process and acquire top talent in the most cost-effective way possible, then consider SMS recruitment.

You can reach Edward Page at: <https://www.thiswayglobal.com/>

As a Business Development head, he leads a team to keep on pushing the envelope when it comes to using technology for recruitment—a hiring process that focuses on diversity and less on the bias.

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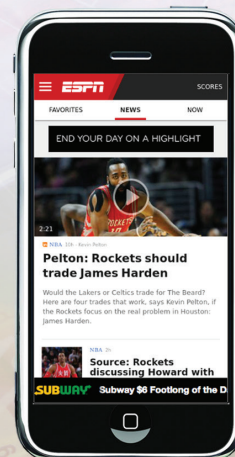
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IFPA Minutes

IFPA BOARD MEETING, THURSDAY, APRIL 19, 2018

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

June Board Meeting – Jane Means: Jane reported that the agenda is coming together for the in-person Board meeting in June.

Finances– Deborah Phillips: The March financials were emailed prior to the call. Deborah reported that there has been some improvement with CADNET revenue in the first quarter and operating expenses are below budget. Dan made a motion to accept the report, Doug seconded the motion.

Leadership Summit – Douglas Fry: Douglas reported that marketing plans are in place with emails, postcards and notices in TIP regarding the Leadership Summit in Philadelphia in September. Members have started signing up and several plan to bring multiple leaders from their publications.

CADNET – Dan Buendo: Dan gave an update on the most recent CADNET audits.

SHARE Group – Doug Fabian: Doug reported that the SHARE group is continuing to go well and they would like to see the group continue to grow. IFPA is hoping to start a new SHARE group; this one for circulation managers with carrier distribution.

IFPA Sales Training – Rick Wamre: Rick reported that Ryan Dohrn shared a report showing that there are currently 20 participants and the program will continue to be

promoted to draw more participants. Rick is also looking into adding a Boot Camp option with Diane Ciotta similar to the Ryan Dohrn training series.

Social Media and AdSense – Joe Mathes: Joe emailed a report to the Board prior to the call.

Website – Eileen Curley: Dan and Eileen just went through the website and updated the Philadelphia Leadership Summit info and they are looking for new member testimonials.

New Business – Doug Fabian: Doug reported that Douglas has developed a texting program to use to communicate with our membership. Doug made a motion to buy this program from Douglas for \$100 a month. Joe Nicastro seconded the motion, all were in favor.

Deborah made a motion to adjourn, Joe seconded the motion, all were in favor. The meeting was adjourned at 9:32 am EST.


Recording Secretary Danielle Burnett

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