

fine

PRINT

THE NEWSLETTER OF THE MINNESOTA MAGAZINE & PUBLICATIONS ASSOCIATION
SEPTEMBER/OCTOBER 2005 VOLUME 5, ISSUE 6

A Fine Redesign

*By Andrew Siqueland, Consumer Market Specialist,
Llewellyn Worldwide*

F*inePrint* has been produced and distributed for 10 years, but this issue is distinctly different from the last. Rubin Cordaro Design has created a fresh look for the newsletter, and I had the opportunity to ask Bruce Rubin, partner in the firm, some questions about the new layout. Bruce, tell us a bit about the new look.

The redesign of *FinePrint* presented us with a unique set of parameters — namely, to design a publication for an association dedicated to publications. We had the opportunity to develop a look for a newsletter that reflects both the publishing world and the professionalism of its membership. For example, one notable change is the more familiar placement of the flag. Just as in magazine design, the name has increased visibility when extended across the top of the cover.

A redesign often signifies a renewed company approach. Do you feel this progressive, contemporary flair reflects the personality of the MMPA and the Communications Committee?

Most definitely. Working with the Communications Committee was an absolutely great experience! They helped define the goals and expectations of the redesign which is the first step in the design process. We were also given valuable feedback gathered from a recent membership



RUBIN CORDARO DESIGN (FROM LEFT TO RIGHT)
JIM CORDARO, AZOR, RUTH CHRISTIAN, ELIZABETH
LAING, BRUCE RUBIN AND GUIDO.

Rubin Cordaro Design is a visual communications firm that provides creative services to clients that range from Fortune 500 to sole-proprietors. A group of six (including office dogs Guido and Azor), they have 25 years of experience in publication design.

survey. Bill Monn, president of MMPA, summed it up nicely by stating how the newsletter was underleveraged and needed stronger content and visuals. The main objective was to redesign *FinePrint* to help create a sense of community within the membership and meet the standards Minnesota publishers expect from their association.

(I must add that this committee knows how to hold after-hours meetings. During one of several stints at Buca, we knew we were having too much fun when we discovered that an overwhelmingly favorite

continued on page 2

MARK YOUR CALENDAR

SEPTEMBER 14
MMPA Member Roundtable: Publisher

SEPTEMBER 14
Ad Sales Seminar
(See page 3 for details)

SEPTEMBER 20
Editorial Seminar
(See page 3 for details)

SEPTEMBER 20
Deadline for MMPA's
November/December issue

SEPTEMBER 21
MMPA Member Roundtable:
Circulation

OCTOBER 18
Magazine Celebration
(See page 15 for details)

OCTOBER 19
MMPA Member Roundtable: Editorial

NOVEMBER 3
Excellence Awards Gala

NOVEMBER 16
MMPA Member Roundtable:
Production



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ADVERTISE IN FINEPRINT MMPA AD RATES

One-ninth page 2.25"w x 3.25"h
 Single issue \$95 3 issues \$258 6 issues \$456
One-sixth page 2.25"w x 4.5"h
 Single issue \$195 3 issues \$528 6 issues \$936
One-third page 2.25"w x 9.75"h
 Single issue \$295 3 issues \$798 6 issues \$1,416
Half page 7.5"w x 4.5"h
 Single issue \$395 3 issues \$1,068 6 issues \$1,896

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The Minnesota Magazine & Publications Association is dedicated to providing valuable opportunities for industry professionals. Call 651-290-6281 to discover the benefits of becoming a member.

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www.ewald.com

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graphic turned out to be Chianti stains on the mockup.)

What is the process involved in a project like this?

After defining goals and expectations, gathering information, and taking note of MMPA and *FinePrint* mission statements, we developed a variety of prototypes that ranged from a straightforward newsletter layout to a magazine-like design. The final product is a smart-looking newsletter that incorporates graphic elements often used in magazine design. Also, we were mindful of the parameters involved in the production and printing of *FinePrint*. Because bleeds off the page were not available, we took color and graphics across the gutter to add more flow to the design.

How does this fresh composition highlight the different sections and departments that *FinePrint* has come to be known for?

Departments and department heads are strengthened and handled in a consistent manner making them more identifiable. The content is presented in a clean, easy-to-read format. We introduced more color along with creative use of white space and typography, adding interest to the design. And we developed a palette to enhance each bimonthly issue with a different accent color.

Thanks for your first-rate work. Any parting comments?

Only to say we'd like to thank MMPA for the opportunity to redesign *FinePrint*. As we are relatively new to the association, this project presented us with the perfect way to introduce ourselves to the membership. We look forward to their comments. ■

Drew Sigveland is consumer marketing specialist and editor in chief of New Worlds of Mind & Spirit, Llewellyn Worldwide's consumer magazine. He is studying for his Masters Degree in Literary Linguistics.

Your MMPA Is Gaining Momentum

By Bill Momm, MMPA President

The Minnesota Magazine & Publications Association, celebrating its 10th anniversary this year, is gaining momentum on several fronts.

Some of the improvements are in plain sight. Take the newsletter as an example. You are enjoying the outcome of a redesign project that started shortly after the start of the year. Led by **Hervey Evans** and **Ellie Miller Bandel**, the Communications Committee has put in a lot of extra effort to give the newsletter a new look. Their efforts on the newsletter have been two-fold: 1. Improve the look, 2. Improve the content. I think they are 2 for 2.

Bruce Rubin and **Ruth Christian** of Rubin Cordaro Design donated their time to update the MMPA newsletter. **Jim Cordaro** is working to conjure similar magic for a new MMPA Web site scheduled to launch in September. Many thanks to Rubin Cordaro Design for their generous contributions.

The Education Committee, led by **Cindy Christian Rogers**, has been hard at work putting together two outstanding events in September. And the committee already is hard at work on a terrific line-up of events for the first half of next year that includes a dynamic ad sales seminar, the return of **Jack Brady** and **Greg Paul**

for more cover design dialogue and an ambitious *Folio*-style conference. More details to come shortly.

MMPA's premier event continues to be the annual Excellence Awards. This program takes on a life of its own and requires a committee of its own. The Excellence Awards Committee proudly reports that 686 works of art are in the process of being judged. This is an excellent increase over the 606 total from last year. (Don't forget to mark your calendar for Nov. 3 and this year's gala awards banquet.)

And our Membership Committee has kept us going strong at about 100 member companies that include about 750 magazine professionals. We feel that this number comprises about 80–90 percent of all magazine professionals in the state.

Finally, your board of directors is completing work on a number of task forces aimed at setting initiatives to propel us well into our next 10 years. A complete report will be in an upcoming issue of the new and improved *FinePrint*.

Our association is only as good as the investment we get from our members. Having been involved with the MMPA for most of its first 10 years, I think we are in one of our stronger periods. And I see growth on the horizon. ■

UPCOMING EVENTS

MMPA Offers September Seminars

By Bill Momm, MMPA President

There's something in September for both the advertising and the editorial departments through two education events sponsored by the MMPA.

Negotiating the Win-Win on September 14 will feature training guru Bill Hellkamp. Bill has more than 20 years of experience training staffs at a variety of companies including VUN Business Media, Novus Print Media and 3M.

This half-day seminar will include two sessions: Understanding and Building Negotiating Power and Dealing With Negotiation Tactics. Although this educational seminar is directed primarily at magazine advertising sales staffs, certainly improved negotiating skills can help editors, circulation professionals, production departments and administrators. Participants will build their negotiating power and gain insights on how to deal with negotiating tactics that may be used against them.

Competing for Readers in a Cyberspace World: How to Deliver the 'Write Stuff' to Engage and Retain Readers for Your Magazine on Sept. 20 features Don Ranly, frequent *Folio* presenter and former head of the magazine program at the prestigious University of Missouri-Columbia School of Journalism.

Ranly has helped wordsmiths in organizations through hundreds of professional seminars and workshops. And even though this full-day seminar is directed primarily at editorial staffs, writing that is engaging and influential would be useful to just about anyone in a publishing environment.

Both programs will be held at the Minneapolis Community & Technical College, 1501 Hennepin Ave., Minneapolis. For more information on both, check the Web site at www.mmpa.net. ■

September 14
Negotiating the Win-Win

September 20
How to Deliver the Write Stuff to Engage and Retain Readers for Your Magazine

Excellence Awards Judges: What It's Really Like

There is no doubt that the MMPA Publishing Excellence Awards competition is growing, evolving and maturing in number of entries and in the professionalism of judging.

By Bill Dorn, CEO, Publishing Advisers

The curtain is about to come up on MMPA's ninth annual Minnesota Publishing Excellence Awards. The glitterati of 10,000 lakes publishing will gather again November 3 at the Metropolitan Club and Ballroom, all hoping that the judges have agreed that their work meets the gold standard.

Competition in 2005 is tougher than ever for two reasons. First, a record 680 entries tops last year's 606 entries by some 12%, meaning more competition. Second, judges this year were asked to cast more of an eagle eye on each entry, with the judging process having evolved to development of more specific criteria for assessing each category.

Jennifer Koski, chair of the Excellence Awards Committee, reports that judging criteria were fine tuned to be more specific. "We asked this year's judges to look at several specific factors in each category."

Second, Koski explains that judging this time around has benefited by becoming more collegial. In 2004, judges of visual awards met in groups to look over submissions and to share their observations. A potpourri of opinions resulted, says Koski, and there was more than one "I never thought of that" comment. Strong opinions reportedly didn't lead to temper tantrums. Judges gathered at MMPA headquarters in the Twin Cities and in Rochester. This procedure continued this year.

Further, judges of this year's non-visual awards received encouragement to meet via telephone and talk over their observations and opinions. In other words, to work out differences on the phone and come to a consensus.

I can't remember exactly, but I believe I have been a judge at least five, perhaps six, times. Last year a fellow judge — a friend who I didn't know also had my category — phoned to talk over observations. It turns out that I had one particular entry ranked considerably higher than he did. When

explaining my reasons he said, "I never thought of that." When he explained his reasons I said, "I never thought of that." We talked it out and came to a decision that neither of us would have arrived at individually.

The conversation with Jen Koski and my fellow-judge friend caused me to request names of some other judges from 2004. I phoned three of them and, after assuring that I wasn't looking to quote them by name, got their comments about the experience of being a MMPA Awards judge.

One talked about having a category with only two entries and wrestling with what awards to make. Points accorded to each were not sufficient to deserve a gold award so the decision went silver and bronze.

We all remember that 2004 brought on a plague of "no gold was awarded in this category" decisions, which subsequently resulted in a major change in judging for 2005: If there are at least three entries in a category, there will be gold, silver and bronze awards.

Another judge, involved in visual category judging, said he felt at times like he was in a jury room. He admired the professionalism as points of view were debated and "things got a little passionate at times." This judge offered a good piece of advice for future entrants: What you write in your entry description is very important. Particularly you should emphasize your goals and whether the goals were met, including specific facts if possible.

The third judge, having experience in judging other competitions, said he invariably likes huddling with others because differing points of view put a new light on the subject. Some judges play devil's advocate, which can be very valuable. "Judging last year sometimes became like two attorneys going at it."

This judge, perhaps being devil's advocate himself, says about the decision to

award gold if there are at least three entries: “Gold has to be gold. If no entry meets the standard for gold, there shouldn’t be a gold.”

There is no doubt that the MMPA Publishing Excellence Awards competition is growing, evolving and maturing — in number of entries and in the professionalism of judging. Those involved on either side of the fence make an important contribution to publishing in Minnesota. My observation is that those who take on the task of judging expend a great deal of time and energy and are invariably very serious about the task at hand. Each deserves a gold award. ■

Bill Dorn has spent more than 40 years in publishing magazines and consulting with magazine publishers.

Call For Nominations to the Board of Directors

The MMPA is now accepting nominations for the Board of Directors. Terms begin January 1 and are for two years. The Board of Directors meets monthly to transact the business of the association. Directors also lead or serve on committees of the MMPA. Board members volunteer their time without financial compensation.

If you are interested in serving on the board or would like to nominate someone to the board, send the name of the person, company they work for and a brief summary of why this person would be a good candidate for the MMPA Board of Directors.

All nominations must be received no later than Nov. 1. Send nominations to Paul Hanscom at the MMPA offices, 1000 Westgate Drive, St. Paul, MN 55114. Or e-mail him at PaulH@Ewald.com ■

. . . And a New Web Site Too

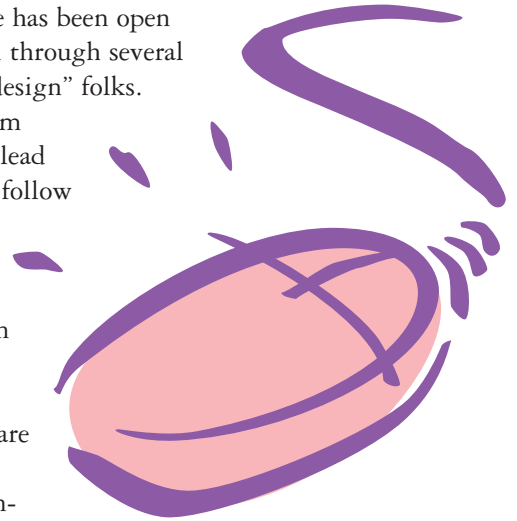
If you are enjoying the redesigned MMPA Newsletter, you can send your thanks to Bruce Rubin, a partner in the Rubin Cordaro Design firm.

Bruce has been a joy to work with. He has been open and receptive to our input and has worked through several versions with no malice toward the “non design” folks.

Coming soon to a Web site near you, Jim Cordaro has graciously offered to take the lead role in redesigning the MMPA website to follow through on the design work being rolled out on the newsletter.

Magazines are challenged to make their print products and Web sites work in harmony. It’s not always an easy task. The communications mediums have similarities, but they also have differences. There are unique challenges.

The MMPA is the beneficiary of the generosity of Rubin Cordaro Design to give both our newsletter and Web site a fresh look. We hope you like the redesigns. You have the newsletter in your hands. We are targeting the launch of the newly designed Web site in September. ■



Notice of Annual Meeting

The Minnesota Magazine & Publications Association will hold an annual meeting at 8 a.m. Thursday, Oct. 13 at the MMPA offices, 1000 Westgate Drive, St. Paul, MN 55114.

The By-Laws of the MMPA specify that at the annual meeting the president and treasurer shall report on the activities and financial condition of the corporation, and the members

shall transact any other business properly coming before the meeting.

If any MMPA member would like a topic to be included on the agenda, please submit the information to Paul Hanscom at the MMPA offices by Oct. 1. Any member may receive a complete transcript of the By-Laws by request to Paul Hanscom at the MMPA offices: PaulH@Ewald.com ■

October 13

E-newsletters: Strategic Tool for Current and New Audiences

“We see this as an opportunity to reach an audience we can’t serve with our magazine”

Mary Jo Larson, publisher

By Ron Sorensen

Many magazine publishers are turning to e-newsletters to deliver content to reader audiences and generate revenue. Several MMPA members are among them.

One of them is Good Old Boat publishing company of Maple Grove, Minn. About eight years ago, the company got its start by simultaneously launching a magazine and e-newsletter. Each is designed to serve the same audience: owners of sailboats. Readers pay a \$40 subscription fee to get six slick magazine and six e-newsletter issues per year.

The magazine and e-newsletter formats alternate on a monthly basis, each with distinctly different content.

The e-newsletter goes to about 6,500 readers electronically. Another 3,500 receive it as a printed piece through the mail. Online readers receive a brief e-mail with a link to the e-newsletter that resides on the Good Old Boat Web site. In printed form, the newsletter runs about 12 to 16 pages. In addition, sailboat owners can access many links from the Web site. It does not carry advertising.

With e-mail addresses changing frequently, “keeping lists up to date is a big challenge,” says publisher Jerry Powlas.

Primedia Business Magazines & Media, Minneapolis, launched its first e-newsletters (*BEEF Cow/Calf Weekly* and *E-Hay Weekly*) in 2003. Since then, they have started other regularly issued e-newsletters with combined circulation of about 160,000. Steve May, publisher of three of these, says e-newsletters are a great way to serve readers. “When ‘mad-cow’ disease was first found in the U.S., *BEEF Cow/Calf* deployed a special issue within 24 hours of the announcement.” Annual sponsorships are the revenue source.

About a year ago, Franchise Times Corporation, St. Anthony, Minn., publisher of Franchise Times magazine, launched its first e-newsletter aimed at people who are thinking about buying their first franchise. The controlled-circulation print publication is aimed at multi-unit current franchise owners.

“We see this as an opportunity to reach an audience we can’t serve with our magazine,” says Mary Jo Larson, publisher. About 3,000 people receive issues of the e-newsletter each month. The names and e-mail addresses come from a variety of sources, including franchise conventions. Larson says the e-newsletter is supported by various types of banner advertising. She sees e-newsletters as a vast unknown territory. “Finding the right direction is the challenge.” ■

5 Questions with *Presentations* magazine

By *Voncille Meyer*, Principal of *Capstone Marketing Group, Inc.*

Whether you regularly give 45-minute-long keynote presentations or 10-

minute impromptu talks, check out locally produced *Presentations* magazine. It's a "hidden gem" that's chock-full of tips and tech-

niques as well as technology reviews that'll make any talk you give a better experience for you and your audience. We spoke



recently with managing editor Julie Hill about *Presentations*.

Q. How long have you been managing editor of *Presentations*?

I've been with the magazine seven years, the last five as managing editor. I make sure all of the art, copy and advertising come together so the issue gets out on schedule. My role involves staying organized and writing lots of content.

Q. What's the best thing about your job?

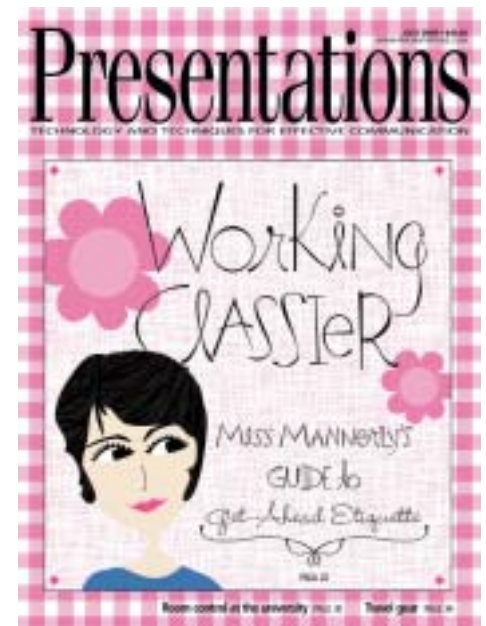
The variety. I'm normally a fairly organized person and I like writing. I get a chance to talk to many different people, from presenters to product managers, so every day is different.

Q. In 10 words or less, what is the goal of *Presentations*?

To help people communicate better while using technology. I'm talking about things like projectors, laptops, PowerPoint or Photoshop. We have a wide variety of readers from diverse industries — training, sales, medicine, education — but everybody wants to communicate well. Most people have a little training, but for many their last public speaking experience was in college, and techniques may have changed a great deal since then. Our readers are looking to learn how to do things better and more efficiently.

Q. What's the biggest challenge in producing *Presentations* each month?

There are two. Working with a small staff of four to create the content is one. The other is researching and staying abreast of changes in presentation technology. As soon as we master one, something new is introduced. It takes a lot to research data and turn it into a useful article for our readers. But I enjoy learning new technologies, and it's always rewarding to hear from readers once an article's published, especially when it's to say that the article is exactly what they were looking for.



Q. The articles in the magazine give the impression that your primary audience is the corporate presenter. How do you meet the needs of the small business owner who makes impromptu presentations?

We regularly offer how-to articles on other aspects of making presentations. An article series on our Web site [www.presentations.com] covers the elevator speech in great detail. We also have articles on creating PowerPoint slides. What's especially nice about small businesses is that they're the first to let us know what they need. And it's great to hear from them. ■

Voncille Meyer is principal of Capstone Marketing Group, Inc., which specializes in marketing communications that connect emotionally with readers.

Getting to Know *Lavender* Magazine

By Nancy Weingartner, Managing Editor, Franchise Times

Lavender magazine — the largest locally produced gay publication in the country — started 10 years ago with two people and one computer.

It now employs 18 people in a former Jehovah Witness church building in Minneapolis, and has grown from 48 pages on newsprint to an average of 132 glossy pages. The publication's "2005 Pride Edition" reached 310 pages.

Lavender's co-founder, Stephen J. Rocheford, a former Army officer with an MBA and a love of history, has studied the gay market since 1999. According to his research, nationwide one gay publication goes out of business every 10 days. In the Twin Cities area alone, there have been 25 publications for the gay community since 1978, and only *Lavender* has survived-and thrived. Those statistics might prove daunting to most publishers, but Rocheford isn't worried. "The difference is the way I run this publication," he says. "A lot (are) run by good intentions — they run it like an activist. I run it like a business."



The Twin Cities has the "best economy in the United States" and "is a dream market for the demographics of the gay market," he says. Minneapolis has the second highest GLBT (gay, lesbian, bisexual and transgender) population in the country, second only to San Francisco.

The free, bi-weekly publication is distributed in about 700 locations, with new sites — like the 90 locations just secured in the south-southwest and west suburbs — being added.

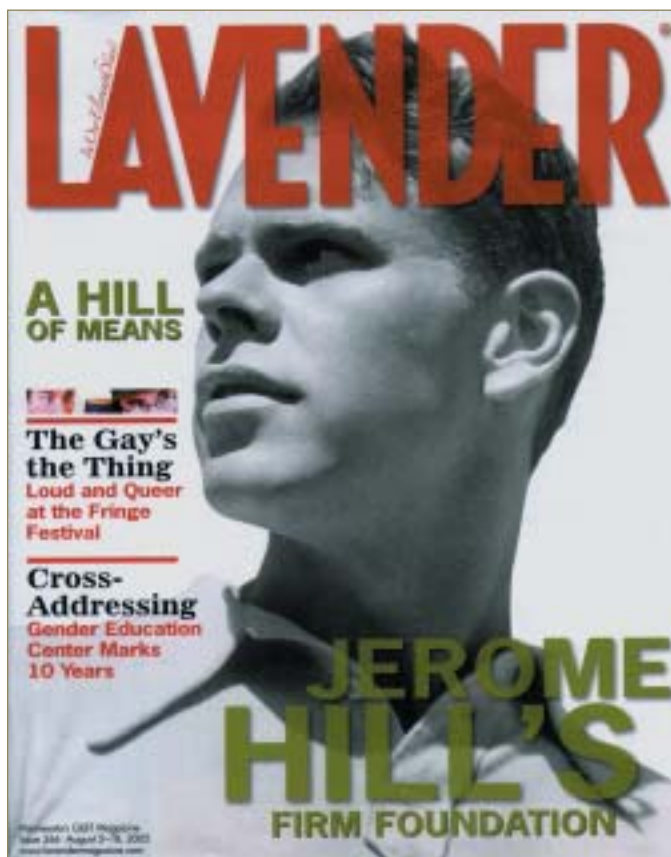
Even though its readers' income level is tied with *Minnesota Monthly* magazine, *Lavender's* ad rates "are the cheapest cost per thousand in the city," he says.

Rocheford deliberately designed his rates to be low. It was "my strategy to overcome prejudice," he adds.

While every ad salesperson knows how difficult it is to attract loyal advertisers, *Lavender* has to not only fight the money objections, but also bias. The weapons in Rocheford's arsenal are facts and figures. As a major history buff with an almost photographic memory, he studies the

trends (so as to not be doomed to repeat the past), and collects as much data on his market and readers as possible. "If we come up with stats that wow them, they'll be more likely to advertise," he says.

Some of his findings should open even the most prejudiced wallet: 89.9 percent of readers purchase from a business because it advertises in *Lavender* and 63.5



percent will consider purchasing from an advertiser even if the price is higher than they could find it elsewhere. (An unrelated, but interesting, fact is that 91 percent plan to vote in the next election.)

And, these are not manipulated numbers. Rocheford tells the story of one of his sales reps who was excited by the prospect of obtaining 350 completed surveys from a tradeshow. “I threw them in the dumpster,” Rocheford says. “You need 1,000 in a sample size.”

The magazine’s major sections include: community dialogue, commentary, arts and entertainment, bar scene, sports and leisure and back talk. “We don’t censor anything; this is a democracy,” he says. And, enviably, they receive an impressive amount of feedback from their audience.

Incidentally, a large number of straight people read the art and restaurant reviews, he points out.

A relatively small editorial staff—three—work with about 30 independent writers. There are eight sales reps and one support staff.

The publication’s Web site, [www.lavendermagazine.com] which has won numerous MMPA awards over the years, attracts 24,000 unique users per month, and accounts for about 21 percent of the readership. The circulation is more than 100,000 every two weeks.

In addition to putting out two issues a month, Rocheford and staff sponsor a number of community events and are “socially responsible.”

When it comes to future plans, Rocheford isn’t so forthcoming. Has he considered franchising the publication? He’s looked into it, but isn’t interested at this time. Would he consider selling it? “No,” he answers, then adds teasingly, “But, I’m a capitalist, so anything is for sale at the right price.”

Right now he’s content with the way things are going. “We’re being read by corporate leaders... it’s fun, it’s challenging. I’m serving my community and the community at large.” ■



Stacey Cunningham

Marketing Director for Greenspring Media Group

By Nancy Weingartner, Managing Editor, *Franchise Times*

There is no average workday in Stacey Cunningham’s world. “A typical day is never typical,” she says. “I come in with a plan and it shifts all day.”

As the marketing director for the growing Greenspring Media Group — formerly *Minnesota Monthly* Publications — Cunningham facilitates “partnerships and relationships to shape our business.”

It’s the pace and the diversity that make it the ideal position for her.

“I glance at my watch thinking it’s noon and it’s 4 o’clock,” she says. And, we all know what time flying says about our job.

Stacey is relatively new to publishing and to the MMPA board. She joined Greenspring a year ago April in the newly created position. Her background is in real estate marketing, a field she went into right out of college, so she hadn’t been able to fully utilize her journalism degree, until now.

Stacey’s extensive board experience has helped her feel at home on the MMPA board. Plus, she’s lending her expertise to help MMPA with public relations.

Greenspring just recently changed its name to better reflect the diversity of its offerings. In addition to the venerable *Minnesota Monthly* magazine, they publish *Midwest Home and Garden* and *Midwest Home Chicago*.

A second division is custom publications, which includes *WHERE Twin Cities* and the *Minneapolis & St. Paul Official Visitors Guide*. A series of specialty publications, such as *Drinks*, is being offered to a number of other markets throughout the country to localize.

In addition to publishing, Greenspring Media Group also produces several consumer events, including the Twin Cities Food & Wine Experience; Luxury Home Tours held in the Twin Cities, Naples (Fla.), and Chicago; the Twin Cities Loft & Condo Living Tour; and the NFL Alumni Super Bowl Home Tour.

After hours, Stacey likes to read and cook, and stay active by biking or running. Her only dependent is a furry one—Dobie, a Tibetan terrier. She discovered the breed when she and her husband ran into a woman walking what she thought at the time was a miniature Old English Sheepdog. “I was raised with Old English Sheepdogs,” she says. The smaller size, however, is easier to juggle with all her other responsibilities. ■

Podcasting and Magazines — A NATURAL FIT?

By Michael McIntee, TimeScape Productions Inc.

I remember the exact moment I grasped the power of podcasting. I had 25 minutes of driving ahead of me, there was nothing good on the radio, I had too much to do and wished I could spend the time more productively. I plugged my iPod into the car stereo and was about to cue up some of my favorite music when I remembered I had downloaded a podcast the night before from a computer magazine. What the heck, I might as well check it out.

In the first 5 minutes I heard the latest industry headlines. It was timely information I probably could have read online or in my email, but I didn't have the time to do so. It was followed by a discussion about the new version of Mac's operating software — a subject I really wanted to know more about.

Suddenly I found myself at my destination. Time had flown by. I wanted to hear more, so I hit the pause button and resumed listening after my appointment.

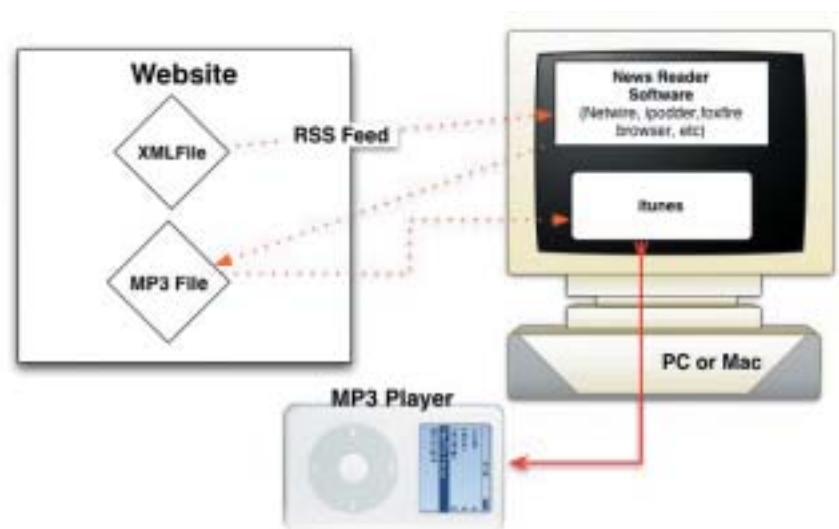
After the podcast ended I flipped on the radio again — and it struck me. Radio stations would probably never play a show like the one I had just heard because it was too specialized. And even if they did, the likelihood of me having the radio on and tuned to the right station at the right time were very slim.

It was like having a timely special interest magazine I could listen to in the car,

but better — since I could listen when I wanted and could start and pause it at will.

I'm not alone in this conclusion. In late June, when Apple added podcasts to its iTunes software, more than 1 million podcasts were downloaded in the first 48 hours. One in ten U.S. adults own an MP3 player and Jupiter Research says that in a few years one in three adults will own an MP3 player.

How to podcast:



Who owns MP3 players?

22 million people

20% of people under the age of 30

25% of people who make \$75,000

Source: Pew Internet & American Life Project

Projected by 2010: 56.1 million

Source: Jupiter Research

Podcasting offers several unique opportunities for magazines.

- 1 It makes you omnipresent — in print, online, in the car. The more places you can touch a subscriber's life, the more awareness of you they will gain.
- 2 Audio is a warmer medium than print. It gives your content personality. Decades of broadcasting research show that personality is a major factor in building loyalty because it creates a quality connection with your audience. While each connection helps reinforce the brand, it is not just the number of connections that matter. The quality of those connections can spell the difference between an aware customer and an engaged customer.
- 3 It puts you in a new competitive space. Unless you had your own radio station (an expensive proposition), you were shut out of talking to your subscribers when they were in their cars. The average commute in the Twin Cities is 24 minutes or about 200 hours a year. How many of your subscribers fail to renew because they just don't have the time to read your publication? What if you gave them an extra 200 hours a year?

HOW TO USE YOUR PODCAST

Promotional tool — It's complementary to print and doesn't compete with it like your Web site does, so it's a good way to draw people to your magazine without cannibalizing your current subscribers.

Revenue tool — Since audio is linear, it is harder for people to ignore any advertisements or commercials in the audio. This is one reason why "pre-roll" ads in online video are in high demand and command rates several times more than banner ads. This is an opportunity to generate more revenue from your current advertisers or attract brand new advertisers.

Customer Relations Tool — Added value for your subscribers. Your magazine is limited by the number of pages you can print. Your podcast is limited only by the time people are willing to devote listening to it. Consider creating "premium" podcast content that is only available to your subscribers, such as the full audio of a high profile interview. This adds value to your magazine subscription.

WHAT MAKES FOR A SUCCESSFUL PODCAST

Sincere Personalities

Groucho Marx said, "Sincerity is the key. Once you can fake that, you've got it made." Nothing can kill a podcast faster than a host with a "fake" personality. Your host needs to sound professional, real and friendly. If you don't have the right person on staff, consider hiring a professional or outsourcing the voice work. Putting the wrong personality on the show can severely limit your success.

Avoid "tuneout"

People listen to audio in a linear fashion. They don't skip to the end to hear the stuff that interests them most and then rewind to the middle. If the first bit of content is not interesting, they turn it off.

You have a couple of tools to fight this:

Tease — Explain "what's in it for me" about each of your segments. Research shows people are more willing to sit through something that's not relevant if they know something more interesting will follow it.

Target, target, target — Not every article in your magazine is going to appeal to all of your readers. Consider using technology that lets listeners customize the kind of audio content they will have. It's radio with print sensibilities.

Phones, podcasts and the future

Phone manufacturers such as Nokia include MP3 playback in their new phones. Motorola and other manufacturers are expected to follow. Eventually that could allow millions of phone users to download your podcast on the run and as soon as it is available. So you will be able to own your own radio station — without the overhead — and be heard around the world. ■

Michael McIntee is a 25-year veteran of broadcasting. He produces podcasts for his own media company and other organizations.

Podcast dictionary

- MP3 - An audio file that is compressed to take up less hard drive space and download time.
- MP3 Player - Portable mini hard drives or flash memory cards that store and play MP3s.
- RSS - "Really Simple Syndication." It is a way of syndicating content over the web.
- XML - A more advanced version of HTML that allows you to create an RSS feed.
- iTunes - Popular software program for managing MP3 files on Windows and Mac computers. It syncs with an iPod, which has a 70 percent share of the MP3 player market.

Publishers Discuss Magazine Staffing Levels

By Paul W. Mamula, Ph.D., McGraw-Hill Healthcare Information Programs

How to come to grips with magazine staffing levels? That was the question posed at the June 8 roundtable, and the topic prompted lively input from managers and editors who attended. The session began with an overview of the topic, including management issues and review of a preliminary staffing survey. Mary Hennessy provided a working draft of a survey for addressing these issues, but with the complexity issues that arose, the group decided to employ an electronic survey first (you've probably already seen the preliminary questionnaire in an e-mail) and then produce a survey for MMPA members (look for it soon).

The three areas for questions in the prototype survey were (1) total number of magazine pages per year, (2) number of editorial pages per year, and (3) total number of advertising pages per year. Page numbers were thought to provide a rough gauge of activity. Reviewing the questions in the proposed survey raised additional issues that the group thought might be useful in discussions about staffing.

STAFFING AND MAGAZINE LIFE CYCLE

Factors to consider in staffing included how to assess contributions of freelance writers relative to permanent staff, how to consider unsolicited materials, and type of magazine audience (demanding, or technical or business specific, versus nondemanding, or consumer). Factors varied depending on the type of magazine and were adjusted before incorporating related questions into the survey. Participants noted that the quantity and quality of freelance and contributed pieces varied and those variables introduce uncertainty in accounting for them in terms of staff and compiling a survey. Peer review used by some publications

Electronic methods such as new software and updated graphics programs can replace older ways of doing things and improve the work flow.

Burnout is an issue for editors, but also for ad sales and other staffers.

introduces another level of complexity and time requirement. Time pressures dictate the production cycle and must also be considered. Magazines with short lead times move with a faster cycle than those with longer lead times and generate individual problems when issues go to press. One suggestion was to have a pool of articles that can be used to fill a slot in an emergency when an assigned article fails to arrive on time.

Magazine life cycle is also a factor. In an early-stage publication, the staff may need more resources than are available because of financial constraints. Reader and advertising audiences are also consideration. Art is also a factor; some magazines may have a designer, while others may use only stock photographs with no design staff. In addition, scheduling a photo session or getting a photograph back from the photographer can influence the schedule and layout.

TIME MANAGEMENT

Several editors said time pressures and job consolidation represent critical issues. In fast growing publication groups, one editor noted that staffing levels haven't grown fast enough to buffer staffers from the exacerbated time pressures of additional work. Editors are often juggling multiple tasks, and prioritizing duties can be a headache. Nearly all discussants agreed that more could be done with any magazine feature that appears in print. One suggestion was to enlist temporary staff. The issue for managers is a question of balance. They can benefit by having more editors, but how many is too many? Managers can make do with a few editors, but they risk burnout and staff turnover if the staff is stretched too thin.

IMPROVING EFFICIENCY

Several methods can help improve efficiency. Electronic methods such as new software and updated graphics programs can replace older ways of doing things and improve the work flow. For example, multiple editorial changes can be included in manuscript tracking and removed as the changes are corrected. Such a procedure eliminates the need for consolidating comments from multiple paper copies and reduces the risk that changes are overlooked. This process frees time for other tasks. While such a process can work for established magazines, the process for smaller publications allows less time for reflection. Solutions for these staffs may be a hiring a more experienced staffer with insight into a particular problem, or more likely, tapping the expertise of a current staffer who has experience with a particular issue.

Other ways to address efficiency are to review steps in the process at which staffers are "reinventing the wheel." For example, generate a stock letter for clients rather than writing a new one each time. Compile a database to avoid repeating searches for the same information and make a checklist of steps. Maintaining a running file of new products or information throughout the year can help avoid the scramble to collect the information when the new product issue is due and also serve as a reference file for future issues.

ADDRESSING BURNOUT

Burnout is an issue for editors, but also for ad sales and other staffers. There may be little downtime for reflection, but sometimes personality can help ease pressures. Other actions can also mitigate staff burnout. Experience plays a role, in that, as staffers become more proficient they get better at editing, and can then work on other skills. Advisory or editorial boards can help to generate ideas or contribute to content to relieve some of the pressure to generate ideas for stories. One strategy can be to invite experts and sources to the magazine for a brainstorming session that can in turn become a source for ideas and authors. Don't forget to ask for help — sometimes just a short break can be a big help for a beleaguered staffer. ■

Paul Mamula, Ph.D. is associate editor of the Healthcare Information Programs, a division of McGraw-Hill Healthcare Information Group, which produces sponsored publications for primary care physicians.

New Moon® Magazine Turning Teen; Celebrating with Redesign

New Moon: The Magazine for Girls and Their Dreams turns 13 in September and will unveil a new 4-color design in its September/October 2005 issue.

Entering the teenage years is a big event in every girl's life, and it's an equally momentous occasion for *New Moon*, the advertising-free magazine edited by and for girls ages 8–14.

The magazine — which helps girls stay strong during the transition of adolescence — is the only national magazine for pre-teen girls that is both advertising-free and also edited by girls themselves. *New Moon's* Girls Editorial Board chooses the theme, editorial content and artwork for each issue and girls contribute 80 percent of the content.

"The Girls Editorial Board is the heart and soul of *New Moon*," Publisher Nancy Gruver explained. "Board members worked closely with our adult editors and our designer to make *New Moon* an even better community for girls."

New Moon's editorial focus — providing a place for girls to tell the world who they are — won't change. In addition to the switch to 4-color, the new design offers more space for girls' voices.

New Moon was founded by Gruver and her husband Joe Kelly in 1992, and the first regular issue was published in September 1993. The magazine is for every girl who wants her voice heard and her dreams taken seriously.

A six-time winner of a prestigious Parents' Choice Foundation Gold Award for "Best Children's Magazine," *New Moon* is an international magazine with 30,000 paid subscribers. For more information, visit the *New Moon* Web site at www.newmoon.org. ■

Tricia Cornell Named New Editor at Minnesota Premier Publications

Serious journalist, working mom of two, and global travel writer Tricia Cornell won the competitive bid for a top spot at Minnesota Premier Publications. Founders/Publishers Terry Gahan and Janis Hall chose Cornell for her mix of journalistic integrity coupled with real life personal and professional experiences. "She is exactly who we were looking for to replace recently departed *Minnesota Parent* editor, Sharon Secor, and head up our newly acquired *Minnesota Good Age* newspaper," Gahan says.

Gahan and Hall are building their collection of publications through acquisition and will rely on Cornell to cement their vision of providing high quality media to a statewide audience. Hall reflects, "We've been able to have success building a metro/regional following for our publications and know the need for quality resources exist statewide." Gahan adds, "Cornell's community interests are aligned with MPP's community oriented approach. It is such a natural part of our business — we think we can translate the philosophy statewide."

Cornell's journalistic experiences include living and working in Eastern Europe creating and editing a prestigious insider's travel series and most recently leading critical communication efforts at the internationally recognized Center for Victims of Torture.

Plans for revamping the look and feel of *Minnesota Good Age* newspaper and expanding *Minnesota Parent* magazine are already underway. ■

Minnesota Monthly Awards Volunteers

Minnesota Monthly magazine announces the recipients of the newly created Heart of the Event Award, recognizing non-profit organization volunteers for their dedication and giving heart.

The Heart of the Event Award recognizes extraordinary volunteers who go beyond the call of duty. Recipients were selected from many nominees through a competitive jury process because of their dedication, time and/or financial support to a specific event. Each recipient is profiled in the special Charitable Registry guide in the July issue of *Minnesota Monthly*.

THE EIGHT HEART OF THE EVENT AWARD RECIPIENTS ARE:

Ed Christie, Big Brothers Big Sisters of the Greater Twin Cities
 Kathy Gordon, Mobility for Independence
 Pam Hoepner, Volunteers of America of Minnesota
 Peggy Johnson, Children's HeartLink
 Lisa McLaughlin, Minnesota Ovarian Cancer Alliance
 Michael Paparella, International Hearing Foundation
 Colleen Reinert, Humane Society for Companion Animals
 Kristin Tabor, Minnesota Colon and Rectal Foundation

A Magazine Celebration!

October 18, 2005
5:00–8:00 p.m.

Marshall Fields' Performance Hall at
The Open Book
1011 Washington Ave., Minneapolis
612-215-2575

*A networking event for writers, editors,
designers and friends of Minnesota
magazines*

Come schmooze with your colleagues, enjoy
some wine and appetizers, capture a door
prize or two, and check out the wealth of
magazines published right here in Minnesota
that will be on display!

**EDITORS: Show off your magazines at this event!
Send three copies to:**

The Loft, ATTN: Dara Syrkin (Magazine Celebration)
1011 Washington Avenue, Minneapolis, MN 55415

Don't forget to bring your business cards for networking
and door prizes!

PARKING INFORMATION:

Directions to the Open Book (by car, train, bus or bike)
can be found at: <http://www.openbookmn.org/>. Parking is
available in the Standard Parking Lot, a large well-lit lot kitty-
corner across Washington Avenue from the Open Book, for a
flat fee of \$2. On-street parking is also available with
inexpensive parking meters. Free parking (first come, first
served) is available in the Open Book parking lot, behind
and next to the building. Handicapped parking is available
directly behind the building.



REGISTER TODAY!

October 18, 2005
The Open Book—Minneapolis

One form per person. Please photocopy for additional attendees.

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I am NOT a member, please send me membership information!

REGISTRATION *Before SEPT. 30 After SEPT. 30*

Member/Student \$12 \$15

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PAYMENT INFORMATION

Payment Policy: To be considered pre-registered, the MMPA must
receive your registration form **WITH payment by October 11, 2005.**

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trative charge. Cancellations received after October 11 are non-
refundable. Notices of cancellation must be faxed to the MMPA
office at 651-290-2266. No-shows will not receive a refund.

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