



**March 2008**  
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## Shades of Green

If you live on this planet, it's nearly impossible to get through a week without someone telling you another strategy to save it. The latest trend is to do *something* — even if it's a tiny thing. Every little bit adds up, or so the saying goes. So, the question remains, what are **you** doing to be green?



We'd all like to be environmentally greener, but it's also pretty clear that for strategies to be effective they generally have to make some financial green for us as well. After all, not every publication is willing to spend more to print on recycled paper. In fact, *Folio*: magazine reported that when Primedia's *Surfer* magazine switched to recycled paper, it cost \$100,000 more each year in printing costs. The publication was able to recoup half of that expense by increasing newsstand price, but they got overwhelming reader response from making the switch. [Read more...](#)

**Recycle current magazines by sending them to wounded soldiers.**

For details, see [A Way of Support](#).

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## The Tip Jar

I'm a tip collector – no, not in the wait-staff sense of the word – but more akin to storing up shortcuts. I like having a better mousetrap. When you're working at getting ink on paper, and using occasionally finicky tools (like people and computers) to get the job done, shortcuts – especially repeatable ones – are good things. In the hope that others will share some of their best, I'm sharing some of mine. [Read more...](#)

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## Magazine Profile

For *American Snowmobiler* magazine and Kalmbach Publishing, serving the enthusiast reader isn't convenient corporate speak; it has always been the driving passion and the key to success.

In 2002, *American Snowmobiler* founding Publisher and Editor Jerry Bassett formulated an exit from the business of snowmobile magazine publishing and embarked upon a quest to find a potential suitor that shared a similar philosophy and values. Bassett accomplished his mission much faster than anticipated, finding a publisher that eagerly wanted to enter the motorsports market. And the publisher shared common goals to keep the title fresh, innovative, and enthusiast-focused. In the fall of 2004, St. Paul/Minnesota-based *American Snowmobiler* found a new home with Kalmbach Publishing of Waukesha, Wisconsin. [Read more.](#)

## News

### A Way to Support Troops

While on recent trip out east, *Good Old Boat* editors Karen Larson and Jerry Powlas learned a way magazine publishers can support our troops. American Red Cross volunteers at Washington's Walter Reed Army Medical Center provide soldiers reading material – including magazines to injured soldiers. [Read more.](#)

### Grammar Goofs

In our most recent issue of Fine Print, we had readers point out the grammar goofs that make their blood boil. One very educated reader pointed out that we goofed and didn't fully correct a Minnesotanism. [Read more.](#)

### Save the Date for the Midwest Magazine Summit & Expo

At about the same time as road crews clean Twin Cities streets of winter's salt and grime, the Minnesota Magazine and Publications Association (MMPA) will dust off the mats and prepare for the MMPA Summit and Expo June 12 at the Marriott Southwest in Minnetonka. [Read more.](#)

To submit content or comments to Fine Print Online "News," e-mail [news@mmpa.net](mailto:news@mmpa.net).



## Mark Your Calendar

**March 19:** [Circulation Roundtable](#)

MMPA Office, St. Paul

**March 27:** Deadline for ["Call for Entries" Poster Design Contest](#)

**April 16 :** [Editors Roundtable](#)

MMPA Office, St. Paul

**May 14:** [Production Roundtable](#)

MMPA Office, St. Paul

**June 11:** [Publishers Roundtable](#)

MMPA Office, St. Paul

**June 12:** [Midwest Magazine Summit & Expo](#)

Marriott Southwest, Minnetonka

*To submit content or comments to Fine Print Online "Mark Your Calendar," e-mail [calendar@mmpa.net](mailto:calendar@mmpa.net).*

## Announcements



### **Interested in Judging the 2008 MMPA Excellence Awards?**

It's time to start thinking about the annual MMPA Excellence Awards. We are making our annual request to magazine professionals to contribute their time and expertise to the MMPA by serving as judges for the annual awards.

We know that there are many very qualified professionals in the association who have donated their time in the past and we thank you. We also know there are many qualified people who have not, for one reason or another, and we encourage you to step forward. Those interested in judging can contact us at 651-290-6281 or at [info@mmpa.net](mailto:info@mmpa.net). [Read more.](#)

### **New Fine Print Editor**

Sherry Collins, former editor of Fine Print, moves over to spread Fine Print Online, and Theodore (Ted) Evans is taking over the print version. Ted currently organizes marketing communications for the hunger-fighting nonprofit food bank, the Emergency Foodshelf Network, in New Hope; he has volunteered on the MMPA editorial committee for more than a year.

Ted was recruited for his ability to gather entertaining content under the pressures of passing deadlines and the ability to attend Fine Print committee meetings. He

likes to think of himself as a collateral creator peering into the world of publishing. Don't be alarmed if he peers into your publications with a phone call or e-mail to cover the latest happenings in the next edition of Fine Print.

Sherry Collins, former Fine Print editor, has taken over the Fine Print Online newsletter.

*To submit content or comments to Fine Print Online "Announcements," e-mail [announcements@mmpa.net](mailto:announcements@mmpa.net).*



## Links

[www.pdsassoc.com](http://www.pdsassoc.com)

Find a shareware Applescript for tables here. Very handy!

<http://tagcrowd.com>

View any of your text in a Tag Cloud.

And if you're a web building guru here's how to code your own Tag Cloud creator:

<http://www.petefreitag.com/item/396.cfm>

*Have a link worth sharing? Let us know by e-mailing [links@mmpa.net](mailto:links@mmpa.net).*

If you would prefer not to receive *Fine Print Online* anymore, [click here to unsubscribe](#) and enter "Unsubscribe" in the subject line of the e-mail reply.

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