



fine PRINT *online*

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FinePrint is a bi-monthly newsletter produced by MMPA as a benefit to its members. If you have news of interest to the MMPA membership suitable for print in *FinePrint*, please submit it to: office@mmpa.net.

MMPA Hires Nonprofit Solutions, Inc.

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The MMPA board of directors is pleased to tell you that we are partnering with a new association management company this year: Nonprofit Solutions.

After much consideration, the board decided [Nonprofit Solutions](#) had the services we needed to move the association to the next level. Our executive director will be Maria Salas, an individual who has years of experience working with associations, some in the media field.

Two changes that will affect you, however, are a new MMPA location (if you attend the many roundtables during the year), and a new phone number for MMPA.

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We are excited about 2009 and the possibilities opening up for our association this year.

Biting the Big Apple

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A freelancer's first shot at the New York scene

by Lynn Keillor

I don't usually get nervous when I fly, but this trip to New York was different. I had a suitcase of brand new clothes, a laptop, addresses to three different magazines and enough adrenaline to fuel the plane.

Just one week earlier, I'd raised my hand in the final class for new freelancers and asked, "Exactly how vital is a trip to New York for a freelancer's career?"

Instructor John Rosengren, a veteran Twin Cities freelancer and regular New York visitor, said, "Well, it's possible to have a good career and never go to New York—but going there can open up new doors."

I sat back, relieved. The New York magazine scene intimidates me, and the movie “The Devil Wears Prada” doesn’t help. I’m not a hipster, I’m not cut-throat and I talk like a Minnesotan. Finally, I had reassurance that I could survive within the confines of my comfortable nook.

So the next day, when my boyfriend announced he’d purchased tickets to New York and that we’d be leaving the next week, I froze. Was this my chance to go big-time?

I panicked. Then I plunged. I picked up my copy of the *Writers Market*, and looked for New York-based magazines I could contact. I had three main criteria: magazines that would realistically meet with me (no *New Yorker*, no *Cosmo*); magazines for which I could reasonably write (could I think of at least two story ideas?); and magazines marked with \$\$\$\$—the highest pay ranking.

I settled on three magazines. I e-mailed each of the editors, introduced myself, gave a couple of credentials, and asked for a brief meeting.

I didn’t have to wait long for a response. That afternoon, I heard back from one magazine and yes, the editor had time to meet. A few days later, I got a call from another, and we scheduled an appointment.

With tactical assistance from Rosengren, I planned my meetings. I prepared an envelope of clips, a résumé and a letter for each publication. I tailored the clips to each publication and showed a variety of writing styles. While I was at it, I made a package for the third magazine. If I wasn’t able to secure a meeting, I figured I could drop the clips with the receptionist.

Rosengren explained his approach to a meeting: give the clips, ask what kind of stories the magazine is looking for, and ask the best way for a new writer to break into the magazine. The real key, he said, is in the follow-up—sending a query within a week, while the editor still has you in his or her mind.

After a whirlwind shopping trip to update my wardrobe, I was ready.

The meetings went far better than expected. I got about 45 minutes at one magazine and met several editors. I spent about 20 minutes with the editor at the next magazine. I even got about five minutes with the editor and publisher of the third magazine—and I didn’t have an appointment. I walked away with business cards, sample issues and a better picture of each magazine’s market and readership.

I also realized that, even though this was New York, the editors were the same hard-working people that I know from home, and all have the same goal of providing a quality publication to their readers.

And, as a reward for a job well done, I treated myself to a backstage tour of Radio City Music Hall and thanked my boyfriend with tickets to see the Rockettes. OK, maybe that was another treat for me.

With a more clear idea of what each magazine wanted, I sent queries the following week. I’ve yet to receive an assignment from them, but I’m optimistic that something more than a tax deduction will come from the trip. I also feel I have more confidence as a freelancer, and I look forward to making another trip to New York.

Tips for a New York meeting:

- Ask for just five minutes of an editor’s time. If you get more than five minutes, consider it a bonus.
- Prepare a package of clips and include information about yourself—a résumé or writing credentials.
- First impressions count. Be on time and dress professionally.
- Be realistic about how much you can fit in. Distances can vary greatly between offices. If you’re on a tight schedule, plan meetings with a map in hand.
- Find out what articles the magazine wants, the best way for a new freelancer to break in and a bit about the readership.
- Ask for a couple back issues, especially if it’s not a typical newsstand magazine.
- Follow up within one to two weeks with a query.

Tiger Oak Acquires Great Water Media: Growing Success

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by Ann Kohler

At long last, the local community lifestyle magazines that marked their entrance into the Minnesota publishing world five years ago have finally found a fitting home. Sidling up alongside such local favorites as *Metro*, *Minnesota Bride* and *Minnesota Meetings and Events*, the former Metropolitan Media Group *cum* Great Waters Media has now become part of the Tiger Oak family. The seven new Tiger Oak titles, which include *MinnesotaBusiness*, Edina, Eden Prairie, Lake Minnetonka, Plymouth, Maple Grove and Woodbury magazines—all other community publications had either ceased publishing, or were in the process of doing so prior to Tiger Oak's involvement—bring the 15-year-old publishing company's grand total to 25 publications and counting. Tiger Oak also acquired the card deck, a direct-mail marketing outlet, through the purchase.

"Our plan is to integrate the lifestyle publications with *Metro* and upgrade the editorial presentation, giving them an even stronger community presence," says R. Craig Bednar, president and publisher of Tiger Oak Publications. "We are actively building *MinnesotaBusiness* by adding in a series of events, while simultaneously enhancing its accompanying site and capabilities."

And while these seven titles are the icing on the cake when it comes to Bednar's vision for Tiger Oak's growth in Minnesota (the company also recently acquired *Washington CEO* and the *Seattle Urban Pages*), they will possibly provide the foundation for future suburban publications in other Tiger Oak markets—the company currently has four satellite offices located in Washington, Oregon, Arizona, and Texas.

"This acquisition should increase our revenues by \$4–\$4.5 million, and has brought the total employees to more than 100," Bednar says. "Having [these magazines] allows us to offer advertisers even more opportunities and possibilities, particularly when we combine them with our events and sites." With these goals and Tiger Oak's mission to produce products that showcase how "style meets substance," the company is certainly one to watch.

The End of Print?

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by Hervey Evans

I am an early adopter of almost everything. I salivate at the latest announcements at the Consumer Electronics Show and download the entire two-hour Steve Jobs show from the Apple meeting each January.

So my friends were not surprised to see me with an Amazon Kindle early this year. The Kindle is an "electronic book" manufactured and sold by Amazon.com. It joins the Sony e-book and several earlier attempts at a portable electronic reading device. After a rocky start, the little white rectangular device from Amazon has taken off and version 1.0 has sold out.

Frankly, I love mine and have it loaded with about forty (40!!) books from trash to high literature—four or five of which I am reading at any given time.

The screen uses a technology called "electronic paper" and the black and white pixels are rearranged each time you "turn" the page to present you with the next set of text. You can change the font size and can read for hours with little fatigue (unlike reading at a computer), but you do need some source of light (like a "real" book) in order to see the page.

So what?

Well, I don't have to carry as many books around when I travel as I used to do. When the wireless network feature (wow!) is turned off, the battery will last for several days.

Oh, and did I mention the wireless feature? The Kindle comes with a built-in connection to the Sprint wireless network, for which you pay nothing (nada!), and you can use it to buy books, magazines and newspapers directly and immediately from Amazon. You can also download some books that are in the public domain from a variety of websites (Stendhal's *The Red and the Black*, anyone?) and can even surf the web and check your e-mail on

certain sites (for free!).

In the age of “buy locally and reduce your carbon footprint,” an out-of-towner getting the *New York Times* delivered every morning without delivery fuel or paper is also pretty cool. According to the Bo Sacks e-newsletters (www.bosacks.com), there are more than 10,000 people doing just that! I don’t know that it will save the newspaper business, but there certainly is a new punch line to the riddle “What’s black and white and read all over?”

So there I was at a business meeting outside of Kohler, Wisconsin. One of the participants mentioned that her book had just been published the week before. I quietly opened my Kindle and, within 30 seconds, had purchased and downloaded the book—for \$9.95! (Nine dollars less than the retail price of the print book.) It was cool!

The Killer App? No, I don’t think so. The Kindle does represent a risk to book publishers and to printers, but, like a lot of these technologies, it will probably increase the size of the market more than it erodes any particular niche.

And magazines do not work well on the Kindle—at least the graphically complex and engaging ones that I like to read. The images are only black and white and the graphical rendering software is linear rather than spatial. But there are promises, promises...

I have heard of a prototype system (or maybe I imagined it) that is about the size of my favorite magazine (~ 9 x 11) and images graphically—and in color. I can download magazines and newspapers and can read them easily, checking the web for background or links to advertisers or current events with the click of a button. And when I turn it sideways, it turns into a tablet computer.

Oh, yes—and it will make a great cup of coffee.

Postscript: Yesterday, February 9, 2009, Amazon announced Kindle 2. I ordered it immediately. Lighter, with a longer battery life and a stronger (3G) wireless connection, the Kindle 2 has better greyscale, more memory, and a speaker. It also has an indefinite shipping date.

GoldPASS

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Employers seeking applicants for full-time or part-time positions or for internships (paid or unpaid) can post these opportunities for free on the University of Minnesota’s [GoldPASS](#) system. The site requires a one-time registration process, after which you can post positions as often as you like. You can also search resumes posted by current students and alumni, specify the types of backgrounds and/or majors you would like to see apply for your position, and tailor your postings in a number of ways that make it a targeted search for top talent. [Click here](#) to get started.

Get a GREP on InDesign

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by Sherry Collins

To get a grip on your style sheets, consider GREP styles. I had never heard of them until a search on the web to solve an unrelated issue brought me across an article about this nifty little feature in my recently installed CS4 version of InDesign. As luck would have it, I had a chance to use the feature several days later and now my head swims with the possibilities of where to employ this little gem next.

GREP styles is similar to nested styles, a feature that has been available in the last couple versions of InDesign. However, while nested styles will apply a character style to a certain number of words or “up to” or “through” the next comma, tab, paragraph break, or other marker, GREP styles will look for certain combinations of text within the entire body of styled text and change it to the character style you desire. Cool right? Does your magazine name always appear in italics? Set it up a GREP style within your body copy paragraph style sheet to apply an italic character style to www.mymagazinename.com and it will change the text for you—automatically!

I GREP tested something a bit more complex. I had a 25-page list of tabbed information that called for certain products in the list to be called out in different colored text. Two sets of manufacturer's products were to be called out in different colors, and there was a whole list of products for each manufacturer. I nearly groaned at all the hand-styling this would take, and the proofing to make sure I didn't overlook any. I then remembered the GREP article I had run across the week before. It took me awhile to set it up, but far less than it would have taken me to hand style it all. And the GREP style found them all once I made a few adjustments. A shortcut that helped me tremendously was the fact that one of the manufacturers' product list had an alpha code followed by a list of numbers. Rather than typing in each number combination (impossible!), I was able to "code" the GREP styles with a few tags to look for the alpha code then /d+ and a space to indicate that it should style the alpha code AND the digits immediately following it. [Click here](#) for a cheatsheet of GREP style tags.

The best news was that when the client decided that one of the products should no longer be styled in color, a quick delete of that product from within the GREP style dialog box and all the listings of that product returned back to the black paragraph style and left all my other styling intact. What would have taken me hours just took a few mouse clicks. I decided to grab a fresh cup of coffee and wait a few minutes before sending them a fresh proof. Why let them know that changes are this easy? They might just keep it up!

Learn more about GREP styles:

- » [Create GREP Styles](#)
- » [5 Cool Things You Can Do With GREP Styles from InDesign Guru David Blatner](#)

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