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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.

Hervey Evans Awarded the 8th Greg Carey Leadership Award

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by Sherry Collins, *Swirlwind Media, Inc.*

Even in his acceptance speech, Hervey Evans couldn't help but tell others why they should volunteer more for an organization he is clearly passionate about—the Minnesota Magazine and Publications Association. The fact that he uses every available platform to encourage others to be active in MMPA is one of the many reasons why Evans was awarded the 8th Greg Carey Leadership Award.

The Greg Carey Leadership Award was created in 2001 and is presented yearly to the individual who embodies Carey's spirit of dedication and leadership. Greg Carey was one of the drivers behind the creation of the excellence awards and was instrumental in helping the MMPA grow in its early years.

Evans encouraged companies to volunteer for three reasons:

“One, you strengthen the organizations that support you. The MMPA is driven largely by its volunteer energy and our systems and structure are designed to support and nurture that energy.

Two, you and your staff will meet and work alongside others who share the same discipline (sales, marketing, circulation, editorial, production, etc.), but in different markets with different vendor bases. We learn a great deal in the quarterly roundtables, but the greatest benefit is the ability to call someone whom you have just met and ask them for a vendor reference or how they would solve a particularly tricky problem. This kind of mentoring is enriching in a way that the Human Resource folks understand and results in stronger, more effective — and more satisfied — employees.

Three, when you give something away, you assert your independence over it. By giving your time away, it does not control you and — paradoxically — you control it. Whether we're talking about charitable giving of your money or volunteering your precious time — when you are able to give something away, you are not bound by it.”



Photo by: Josh P. Roberts | www.joshproberts.com

Letters from Evans' peers in support of his nomination demonstrated their witness to his outstanding leadership and service.

"Hervey Evans supports MMPA 150% and is one of the most dedicated people I've ever met. He is always willing to do anything asked of him — no question. He is the first to step up when something needs to be done and has a gift when it comes to getting people around him involved and engaged," said Aileen Hough, Circulation Manager at CSC publishing.

"Hervey is a most worthy recipient of the Greg Carey Award. He clearly loves the magazine business, is always enthusiastic and full of positive energy even when the overall industry picture had been less than rosy, and is a terrific ambassador for the MMPA in his work with his many clients and business associates," said Kathleen Hansen, University of Minnesota.

" Hervey is convinced and convincing that MMPA is one career accessory that those who are dressing for success should not be without. "

"Beyond the financial and time resources Hervey has committed to the organization, Hervey also has demonstrated countless acts of support and encouragement to members," said Rebecca Sterner, publishing consultant, and first winner of the Greg Carey Leadership Award.

"His tireless enthusiasm for the benefits of MMPA keeps people actively engaged. He is a true believer. Hervey is convinced and convincing that MMPA is one career accessory that those who are dressing for success should not be without," said Sherry Collins, content consultant, Swirlwind Media.

"I see Hervey's dedication to MMPA not only through his attendance and contribution the Communications Committee, but for the way he engages new volunteers and members to become a part of the association. He is dedicated to ensuring that all members, from the business owners to the interns, have an enjoyable experience when interacting with any level of MMPA," said Ted Evans, Communications Coordinator, Emergency Foodshelf Network.

Minnesota Magazines Strut Their Stuff at the 13th Annual MMPA Excellence Awards

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by Anne Lies, *Words to Work*

On November 5, 2009, 204 members of Minnesota's magazine publishing community gathered at the Metropolitan Ballroom in Golden Valley to celebrate the 13th Annual MMPA Excellence Awards. With a difficult year behind them, and a fair amount of uncertainty lying ahead, magazine professionals from all across the industry took a much-deserved break to enjoy an evening of delicious food, good company, and rightful recognition for their passion and dedication to Minnesota's magazine industry.

Once again, Jason DeRusha of the WCCO-TV news team was on hand to introduce the winners and entertain the crowd. Like last year, he brought along video footage to demonstrate just how, well, specialized some of the MMPA member publications are. Proving that he can get as good as he gives, he also got a glimpse of himself as he could appear on a few choice covers. (Still, he claims he is undaunted in his ambition to appear on the cover of *Beef* magazine.)

Approximately 85 volunteer judges spent weeks poring over hundreds of nominations in 77 categories to hone in on the cream of the publishing crop. Two new categories were introduced this year: best editor's or publisher's editorial or letter to the readers, and best table of contents. DeRusha poked fun at the idea in his opening video, and later admitted, "I can never *find* the damned table of contents!" Fortunately, the judges had more illuminating comments about what makes an effective TOC, awarding *Experience Life* a complete sweep in the general interest, over 60,000 category, for its "absolutely eye-catching and undeniably user friendly" approach.





Newcomer *Momentum*, published by the University of Minnesota's Institute on the Environment, made a strong showing, taking home the gold for overall excellence, best feature article, and best single cover, as well as silver for best editor's or publisher's letter, and bronze for best overall design in the special interest, under 60,000 category. "This magazine has passion!" the judges declared.

Other gold winners for overall excellence were *St. Olaf* and *St. Thomas Magazine* in the association categories, and *EXHIBITOR Magazine* and *Minnesota Law & Politics* in the business/trade categories, and *Real Food Magazine* took the other special interest slot. Once again, *Minnesota Monthly* won in the general interest category. "Consistently superior writing," commented the judges. "Gives the Twin Cities polish and appeal to visitors, but also provides valuable and enjoyable advice to those who live here. The whole package!"

Congratulations to this year's winners, and wholehearted thanks to the MMPA Excellence Awards Committee and to the judges for all of their hard work.



[Download the program here](#), and watch Jason DeRusha's opening video (and see a couple of those stunning covers) at www.wcco.com/jasonblog. To view the Excellence Awards photo gallery, [click here](#).

Hard Times, Valuable Lessons: October Editorial Roundtable

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by Janet Cass

Decreased page counts, smaller budgets—editors are feeling more stretched than ever, thanks to the economic climate. Can anything positive come from this? That was the question posed by facilitator and *Lavender Magazine* contributing editor Carla Waldemar at MMPA's editorial roundtable on October 21: "What useful lessons have magazines learned from the economic downturn?"

Book size has decreased at several publications produced by Industrial

ROUNDTABLE TIDBITS

Even if you've lowered paper quality to contain costs, if your book competes on the newsstand, consider spending money for high-quality cover paper.

Fabrics Association International (IFAI), said senior editor Galynn Nordstrom. "But we're not writing shorter ... We recently revamped our websites and some editorial gets put there."

Repurposing print content on multiple websites is common practice at *Gardening How-To*, said that magazine's editor, Amy Sitze. She wondered aloud when readers would notice that they were receiving the same information over and over, adding, "I think that reducing page count hurts you in the long run." Several attendees expressed concern that readers might feel cheated by receiving a smaller magazine than they're accustomed to.

Credibility is still key. Fact-checking is imperative, and time devoted to it has not decreased at the magazines represented at the roundtable, despite staff reductions. Jim Tarbox's contracts with fact-checkers for *The History Channel Magazine* prohibit the use of Wikipedia as a definitive source.

In contrast, Marlene Robinson, *Compliance and Ethics*' editor, said that when her magazine "... cut pages from 60 to 40, I don't think anybody noticed." Her editorial page count rebounded after house ad size decreased.

Reducing printing and postage costs by going digital is another way to cope with reduced budgets. "We may be going digital for our international readers," said Nordstrom.

Cautionary notes to consider before switching from print to digital were sounded by several editors. *Gardening How-To*'s reader survey revealed that its audience didn't want a digital edition, reported Sitze. Ditto, said *Cooking Club*'s editor, Jennifer Buege. But if you do switch, do it right, admonished *FinePrint* co-editor Anne Lies. "Readers want clickable links and pages that turn quickly."

Waldemar asked if changes driven by hard times were changing reader demographics. "That's my fond hope," replied Jim Tarbox, editor of *The History Channel Magazine*. He mused that the magazine's digital presence may broaden its audience by attracting younger readers.

While readers of different ages may have different tolerance levels for receiving email, "One thing we're running into now is that readers are getting too many emails," said Nordstrom. "We've been really working to clean up the database. That's one lasting benefit to this [downturn]."

Keeping readers from feeling inundated by email is a challenge that *Gardening How-To* met by giving its audience the power to opt out of receiving certain types of messages. Readers can opt out of promotional emails, for example, but elect to receive an e-newsletter. Sitze pointed out that giving readers the choice to opt in or out of an email list reduces the likelihood that a magazine's email will land in a spam box. Buege added that readers actively choosing to receive email from her magazine demonstrate reader interest to advertisers. And Tarbox sees providing readers with this tool as one way to help keep subscriber email addresses updated. Waldemar summarized giving readers opt out power as a win-win situation for both readers and magazines.

So what have magazines learned that may prove helpful as the economy improves? Let readers opt out of email, keep reader email addresses current, decrease the size of house ads to increase available page count, go digital to decrease printing and postage costs, and, as always, know your reader.

2010 Summit & Expo - Top 10 Reasons You Should Add Registration to Next Year's Budget!

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Mark your calendars and be sure to include attendance at the 2010 MMPA Summit & Expo: *Looking Forward* in your budget planning for 2010! There will be new and exciting features of the Summit you won't want to miss!

Top 10 reasons you should add Summit & Expo registration to next year's budget:

1. Multiple content tracks to choose from
2. You'll learn skills that will have a lasting effect on your work which will directly benefit your company
3. Our speakers are experts from all across the region
4. We cover every aspect of the magazine publishing industry
5. It's a great networking opportunity

6. It's the only magazine publishing conference in the Midwest Region
7. You'll get timely information on what is affecting our industry
8. Your registration is tax deductible
(U.S. Treasury Regulation 1.162-5 Coughlin vs. Commissioner. 203 F2d 307)
9. You will be showing your support to your industry association, MMPA!
10. You can win a fabulous door prize!

The 2010 Summit & Expo will be a full day of educational, inspirational and economical ideas and strategies for companies to start *Looking Forward*.

New Member Benefit - Tell Your Colleagues!

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To support loyal MMPA members during these difficult economic times, MMPA is granting an extension of membership benefits to unemployed members. This extension will last for a period of up to twelve (12) months beyond the current membership period.

During the extension, all member benefits will continue, including attendance at all MMPA events at member rate, and you will continue receiving *FinePrint* and *FinePrint* Online.

Members who become unemployed may contact MMPA by email (office@mmpa.net) or phone (651-999-5353) to request a one-time, twelve-month extension of the current membership term. These members need to advise MMPA that they are without a current job and are actively engaged in seeking employment in a field that is expected to result in continued membership in MMPA.

For more information contact the MMPA office!