



# *fine* PRINT *online*

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## In this issue:

- [A Date to Remember, A Time to Party](#)
- [Members Connect at the Magazine Celebration](#)
- [New Technologies in Audience Development: September Circulation Roundtable](#)
- [Social Media and Internet Toolbox for Beginning Magazine Publishers](#)
- [Niche Digital Conference](#)
- [Never Underestimate the Power of an Intern](#)
- [Up to the Challenge?](#)
- [New Member Benefit - Tell Your Colleagues!](#)

*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](mailto:office@mmpa.net).

## A Date to Remember, A Time to Party

» [back to top](#)

*Your just deserts - and more - at the MMPA Awards Gala*

On November 5<sup>th</sup>, the 13<sup>th</sup> Annual MMPA Excellence Awards Gala will rock the Metropolitan Ballroom in Minneapolis, bringing the magazine publishing community together for a well-deserved evening of celebration. The cocktail reception begins at 5:30pm, with a lavish spread of luscious edibles, a silent auction full of gift-worthy items for responsible but exuberant spending, and hundreds of publishing colleagues sipping genteel wines and eyeing each other, wondering who the big winners will be, as they renew friendships and forge new business relationships.

Remember those five unbeatable reasons not to miss the MMPA Awards Gala this year:

1. It's the biggest celebration of magazine publishing in Minnesota: our talents, our successes, our victories in 2009—and over 2009. A tough year calls for a good party.
2. It's a night to relax, raise a glass and renew relationships with friends and colleagues. You deserve it.
3. It's a chance to enjoy the Good Questions and often questionable answers of WCCO's Jason DeRusha, our personal Master of Ceremonies.
4. It's an opportunity to win weekend getaways, luscious goodies, fine wines, special event tickets and still-to-be-named delectables in MMPA's annual silent auction.
5. It's completely undelayed gratification for you and your co-workers as you pick up your awards in person and walk out with a heavy stack of recognition. You've earned it.



WCCO's Jason DeRusha

There's still time to reserve your seat—or better yet, your table—and enjoy the fruits of your publishing labors this year as you celebrate with co-workers and friends. Sip some wines, nibble some hors d'oeuvres (why does everything sound better in French?), bid on some impressive auction items, exchange business cards with the rest of the industry, and then sit back and listen as emcee Jason DeRusha adds your name to this year's roster of winners. Friday, you'll bring your award plaques to the office and graciously accept the congratulations of the

rest of your team. If you word your announcement correctly, those congratulations could possibly include doughnuts.

Join us November 5th, at the Metropolitan Ballroom, and party like it's 2009.

Cocktails at 5:30pm; awards presentation at 7:00pm.

To register, visit [www.mmpa.net](http://www.mmpa.net).

## Members Connect at the Magazine Celebration

[» back to top](#)

by Austin Weibe

Over 100 editors, freelancers, designers, and other professionals gathered for MMPA's 7th Annual Magazine Celebration, held Thursday, October 8 at the Loft Literary Center in Minneapolis.

The event was sponsored by the Loft and by Summit Brewing Company. Guests enjoyed delicious food and several varieties of wine and Summit beer.

"The Loft and MMPA have been terrific partners over the years," said Dara Syrkin, associate director of communications at the Loft and editor of A View from the Loft. "Hosting this event is mission-driven for both organizations."

The celebration opened with a welcome by award-winning journalist and author John Rosengren, who thanked all of the volunteers and sponsors that made the event possible. Throughout the evening, the Loft buzzed with conversations as guests connected with old friends and new acquaintances.

"I loved the energy in the room," said Alice Vollmar, a freelance writer. "It gave me a chance to get acquainted with a variety of publications and some of the people associated with them."

In addition to mingling magaziners, the Loft was filled with examples of Minnesota's rich magazine industry. Over 75 covers were displayed on the wall, along with five tables covered in magazines from every conceivable niche.

"It's inspiring to see all the different magazines that come out of Minnesota," said Kelly Frush, associate editor for Industrial Fabrics Association International. From outdoors to lifestyle to trade journals and more, Minnesota's magazines offer something for everyone.

Editors and publishers were invited to fill out magazine profiles, which were compiled in an online file accessible to all who attended, helping to match freelancers with publications and save time on both ends.

"The mix of writers and publishers created an atmosphere rich with ideas and future possibilities," said Anne Bauman, a freelance writer. "Before the night ended I made plans for lunch with several new professional contacts—a fun night, both personally and professionally rewarding."

Special thanks go to all who helped plan and execute the event, including Dara Syrkin, Lisa Larson, Molly Thompson, Maria Salas, John Rosengren, Nancy Solhaug, Juliana Wallace, Nancy Weingartner, the Loft Literary Center, and Summit Brewing.

## New Technologies in Audience Development: September Circulation Roundtable

[» back to top](#)

by Rebecca Sterner

A large and lively group of audience developers, editors and other marketers gathered to talk about how digital media is changing the business of publishing.

**Getting Started in  
Social Media**

by Rebecca Sterner

It became clear right away that the old publishing lexicon doesn't work when discussing new media. Our relationships are no longer with "readers" or "visitors," but with "people." "Publishers" are now "content providers" in all forms of media, from print to Web plus a host of other digital formats including radio, social networks, blogs, videos, tweets, and more.

It's also clear that current print readers are not necessarily visiting publishers' (er, content providers') Websites and it is not easy to convert Web visitors into subscribers.

While it is relatively easy to blog or set up a Twitter or Facebook account, it is hard to define how these things will produce revenue, and in an advertising recession there is plenty of pressure to produce revenue. It's also hard to devote the time to it when smaller staffs are expected to do more work.

Albert Maruggi, a public relations and social media expert from Provident Partners, and MMPA members with experience in digital media offered up this advice:

1. Using social media tools allows you to find and relate to your audience where they are, in a way they want to be engaged. Content is now like "cookie dough" because people want to shape it the way they want, add their own ingredients and share it with others.
2. You never know when a blog, a tweet, a video will have a big impact. The "cost justification" for these admittedly random efforts comes from the notion that using social media tools will drive more traffic to your Website.
3. Embrace the fact that we need to share information with advertisers about unique visitors, impressions, click-throughs, open rates for e-newsletters and digital editions.
4. The editorial-advertising barrier is "thinner" in the digital world. We need to remember to provide authentic information, and not sales messages disguised as content.
5. Give more to your customers than you take. Make sure, for example, that if you produce e-newsletters that the content is valuable.
6. There's no such thing as a free economy. While users of the Web like say that ideas are free, as content providers we know we still have to pay for staff and content management tools, etc.
7. Publishers are already providing content. If they are not also doing something to form online communities, chances are that there are already communities out there (such as those on ning.com). Whether you have built your own online communities, or someone else has, publishers need to be engaged in those communities.

1. Start with a plan, with clearly defined goals. For example, will you use Twitter to drive traffic to your Website? How will you do that? How often? How will you measure results?
2. Don't chase technology. Let the quality of the information and the needs of your audience dictate what you do, not the latest gadget or Web tool.
3. Assign responsibilities for this work to staff members or freelancers.
4. Find out if a community in your interest area already exists and participate in it if it does. If it doesn't, create the community yourself.

Some participants gave examples of things they were doing. The Loft, for example, posts tweets on Twitter about events. They are building communities far beyond their local area—and not using them to sell subscriptions or memberships.

Other participants are working on mobile applications for smart phones. Maruggi said the future revenue model might be customized information delivered to smart phones for small monthly subscription fees.

Circulation professionals will continue to struggle with how to use social media tools to build more relationships. How do we retain a relationship with a visitor who has a 10-second exposure to our "brand" through Twitter or a Website visit? Circulation will need to learn new techniques to add "stickiness" to these new ways of engagement.

## Social Media and Internet Toolbox for Beginning

» [back to top](#)

## Magazine Marketers

by Rebecca Sterner

If you're new to social media and want to learn how to use it in marketing, there are many resources on the Web.

Here are a few tools recommended by marketing experts at the Niche Digital Conference that was held in Minneapolis September 19, 2009.

- [www.Hubspot.com](http://www.Hubspot.com) – This site has a free tool to analyze your Website, or those of your competitors.
- [www.squidoo.com](http://www.squidoo.com) – Look for useful information published by experts or, more importantly, publish your own information for free, and increase the chances that you will be “followed.”
- [www.DanBlank.com](http://www.DanBlank.com) – A very complete and thorough review of how a Reed Publishing executive embraced new social media.
- [www.Slideshare.net](http://www.Slideshare.net) – a place to share PowerPoint content.
- [www.MarketingProfs.com](http://www.MarketingProfs.com) – A place to learn what others are doing in this marketing space, with free Webinars, tips and lots of resources.
- [www.twitterfeed.com](http://www.twitterfeed.com) – Converts blogs into tweets, RSS feeds.
- [www.tweetdeck.com](http://www.tweetdeck.com) – Social media management tool – puts Facebook, Twitter, and other social networks in one place.
- [www.friendfeed.com](http://www.friendfeed.com) – Allows you to share comments with friends on Facebook, Twitter, etc.

## Niche Digital Conference

by Aileen Hough

» [back to top](#)

The Niche Digital Conference was held in Minneapolis this year, from September 20-22. Most of those in attendance will agree that they walked away with a truckload of information and ideas. There were three tracks in the conference: publisher, ad sales and audience development.

The overall philosophy of the event was that print publishers evolved into brand managers and have now become information disseminators. While we all want to continue to strengthen our brands, what the real goal should be is to broaden our audiences by sharing content across a variety of media. Loyalty will follow.

It's important not to chase technology, but rather embrace what makes sense for your audience.

One key session for publishers was “Social Media Shuffle” by Joe Pulizzi, founder of Junta42. Besides enlightening attendees on the direction of social media, the concept behind Joe's business is to support publishers' efforts toward development in this area. His session was for those struggling with this challenge, and he shared many free resources available to analyze your Website and obtain or share content, as well as educational sites and e-tools like TweetDeck, FriendFeed and SlideShare. His point is that you don't need a huge budget to become engaged in these media.

The ad sales track had a flow from session to session starting with retraining a print staff to sell digital properties. One session favorite (even with those not involved in sales) was “Bundle This,” which showed how you can combine print media with e-products for a total marketing package and how these technologies cross over the more traditional print department divides. The two-day track ended with Steve Schiffman from Affinity Media presenting a session on how to recruit, train, compensate, motivate and evaluate your ad sales staff—which summarized the themes from the previous two days.

The audience development track highlights were the sessions by Todd Smart, of BeIntuitive Publishing. In addition to being educated on many of the newer technologies, there were many resources shared that publishers can use for little to no cost. The session “Great Email-Not an Oxymoron” was an examination of best practices, and the measure of success in building a loyal following for your products is all about giving more than you receive.

After two days' worth of information, the general question seemed to be, "Where do we begin the process?" The answer came during one of the wrap-up sessions. Develop goals, look at what your market is doing and evaluate your audience's needs. Once you've done that, you can create a plan and evaluate the vendors or tools that will help you succeed. Analyze your staff and prepare revenue or cost models. The key is to plan, plan, plan.

## Never Underestimate the Power of an Intern

» [back to top](#)

by Austin Weibe

Does your magazine employ interns? Have you considered starting an internship program but found yourself faced with doubts? Read on to discover what an intern can do for you.

During tight economic times, one of the best things your magazine can do is to hire an intern. Chances are good that layoffs or budget cuts have left you with fewer people working but more work to go around. An intern can help ease the workload with only a slight dent in the budget.

Hiring an intern can also bring a fresh outlook to your company. It's no secret that your magazine should be present on the Internet and in social media, and a good intern will almost certainly bring a cutting-edge knowledge of these new media.

Interns also represent the future of magazine publishing in whatever forms it may take. When you hire an intern, you are helping to train a new generation of journalists and ensure the stability of the industry for years to come.

Why do I care so much about interns? Because I am one.

I began an editorial internship in June at CSC Publishing, Inc., in St. Paul. Through conducting research, maintaining databases, and writing for the company's five magazines, I have gained invaluable experience in the magazine publishing industry. I have gained strong connections in the publishing business and my industry competence has multiplied. With this challenging experience, I have gained knowledge and skills that will have a definitive effect on my future career.

A few tips to think about when considering hiring an intern:

- Work with the schools. There are thousands of students at colleges and universities across Minnesota who are seeking industry experience. Many schools have forums, like the University of Minnesota's GoldPASS system, where employers can post job openings and search student-posted resumes.
- Be realistic about your expectations. A good intern, though unseasoned, will be willing and excited to learn about the inner workings of the publishing industry. Work with them as a respectful guide, and you will both benefit.
- Though an unpaid intern may seem like an ideal solution, I urge you to reconsider this option. When you hire an intern for no pay, you are doing more than sending the message that his or her work is of no value to you. You are eliminating hundreds or thousands of talented, self-supporting candidates who cannot afford to work for free. Do you want the intern with the most financial stability or the one who is best qualified? Even a minimum wage paycheck can make the difference for a college student, and will still cost you significantly less than a salaried employee doing the same job.

A well-executed internship can be highly beneficial both to a publication and to the intern. Now is a great time to consider whether an intern could bring a fresh face to your company!

## Up to the Challenge?

» [back to top](#)

by Lynn Keillor

If Thomas Edison is right, genius is 1 percent inspiration, 99 percent perspiration.

As a freelancer, I have a lot of inspiration. Just reading the daily newspaper gives me at least one good story idea for my growing list of possible pitches. But in many cases, that's where the great idea stalls. Somewhere, I'm sure there's an editor with a large budget saying, "If only she'd send the query about Playgroups: Swiss Style..."

Sales and marketing is my Achilles' heel as a freelancer, and I keep looking for an antidote to the important, but intimidating, task of generating work. This summer, I think I found it.

I subscribe to a Web-based service called Freelance Success. Like other freelancer Websites, it offers market data, job tips and an active forum with many high-profile writers. Twice a year, members can join teams for the Query Challenge. The mission: market your brains out for eight weeks. The team who earned the most points wins the grand prize: Fame and Glory.

Writers earn points based on different marketing activities. Each query sent is worth one point, as is a letter of inquiry. Any assignment received is worth three points.

I signed up and was placed on a team with about 10 other freelancers from across the country. People on the team represented a wide range of experience and skill. The team leaders, two veteran freelancers, set the bar high for our team: they wanted us to average 10 points per week.

Prior to the Query Challenge, I was happy that I'd been sending one query per week. Could I realistically send 10? I wasn't sure which would make me lose face more thoroughly: disappearing from the competition immediately, or becoming the teammate that brought down the points curve. I decided on the latter, based on the fact that most of my teammates were on the East coast and would have a hard time tracking down a Midwest slacker.

I'm glad I stuck with it. The team leaders did a great job of posting motivational messages, tips and strategies for finding new business. One week was spent playing Bingo, where we checked off such activities as "Re-slant an old topic for a new publication," "Touch base with an editor that you met at a writing conference," and "Share a lead with a Query Challenge teammate."

Not only did I start cranking out the queries, but I had fun doing it. I got to learn from some smart, talented freelancers and benefited from their business savvy. My "great ideas" list began to shrink as my list of queries grew.

Some weeks I met the goal, others I dipped below it. My best week was 43 points, when I hit the assignment bonanza. In all, I averaged 11.6 points per week — which exceeded my personal expectations.

I got plenty of rejections during the challenge, but I'm proud to say that I landed a short piece in *Air & Space/Smithsonian*. It's a story that would've been lost in my idea pile had I not been in a frenzy to earn points.

At the challenge conclusion, my team was on top. I reveled in a few moments of fame and glory, and then returned to my idea folder to plot out more queries. Freelance Success will offer its next Query Challenge sometime this winter, and I'm looking forward to giving myself another sales (and confidence) boost.

## New Member Benefit - Tell Your Colleagues!

[» back to top](#)

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](mailto: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!