



fine PRINT *online*

April 2010

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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.

Enhance your Career

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Steve Schiffman, MMPA President

I can't help but think about how fast 2010 is moving. Target Field is open, the snow is gone, and many of us are already working on magazines with July cover dates. This feeling of time moving so quickly is familiar, yet eerily different.

It's no secret that our industry is changing rapidly and has been for quite awhile. To some degree, we've all had to embrace brand extensions of our print products, and we're now providing content through many different channels. We're also seeking ways to quickly monetize these channels in large part to help make up for a steep decline in print advertising over the past two years.

Clearly, publishing as we know it has irrevocably changed, and we — as the professionals who have selected this career path — must change along with it, not only for our employers but for ourselves. How are you embracing the changes in magazine publishing? What are you doing to enhance your career or stay a step or two ahead of your competition? What skills will you use to integrate the digital world into your day-to-day publishing operations?

Real-world answers to such daunting questions are often answered by organizations such as MPA, Folio, ABM and others, yet those learning opportunities are most often in New York and Chicago. Given the pressure of managing expenses it has become increasingly challenging, if not impossible, to send people to these seminars and conferences.

So how can you evolve and grow with the changing face of magazine publishing while remaining fiscally responsible? By taking advantage of a best practice-oriented learning opportunity right here in your own backyard: The [2010 MMPA Summit & Expo](#).

Since the formation of the MMPA 15 years ago, one of our primary goals has been to advance and recognize the professional development of our members. We work to provide educational opportunities that will be seen as a lifelong investment, not just an expense.

The [2010 MMPA Summit & Expo](#) will provide many of the tools you need to keep up with all the moving pieces and parts of this wonderful industry. This year's theme is "Looking Forward" and features an incredible lineup of presentations and speakers. Topics range from social media and packaging print and online advertising to audience development and design. You'll learn from nationally renowned speakers like Joe Pulizzi of Junta 42, David Carr of *The New York Times*, Daniel Ambrose of *ambro.com*, Aileen Gallagher of New York Media and many others for a fraction of the price to fly to New York or Chicago. Sixteen total sessions offered across four

distinct educational tracks — advertising sales, circulation, editorial and art/design/production — will offer real-world solutions to the most pressing challenges facing publishing today. And our exhibitor area will be full of vendors featuring exciting products and opportunities to support your evolving business needs.

The MMPA is proud to provide our members with a great opportunity and a great value to learn from some of the best in the business. Our hope is that the [2010 Summit & Expo](#) will help you keep pace with the changing face of magazine publishing.

There is no doubt, time will always move quickly, but our goal is to help prepare you for the ride.

The Good News is that There is Some

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An Interview with David Carr, New York Times

The [2010 Summit and Expo](#) is looking forward at the evolving world of magazines and publishing, and David Carr is flying in from his post at [The New York Times](#) to bring optimism through an afternoon editorial session, titled “The Good News is that There is Some.”



The Hopkins, MN, native published his triumph over addiction in the 2008 memoir *The Night of The Gun*. Carr appears in the Media Equation column for *The New York Times* and regularly publishes about trends in the media world.

I was able to corner Carr on his cell phone to get insights on the good news, technology trends and some Minneapolis landmarks.

Q. What's your favorite thing about coming back to Minnesota?

When a barista at a coffee shop asks how are you doing, they really want to know the answer. People are genuinely friendly. When I visit Minneapolis, I am always surprised by the development for bikers and public transportation. There has been some great changes over the years.

Q. Do you have any specific rituals you go through when visiting the Twin Cities?

I always go to Muddy Waters, even though my friends don't own it anymore. I always seem to make it to Nye's Polonaise. I shop Lunds, whether I need groceries or not, and I always spend time walking around the lakes.

Q. Your breakout session at The Summit is called “The Good News is that There is Some.” What “old media” opportunities have evolved during the recession?

Part of the good news is that as reporters and editors we have more tools on our desktops than they did in entire newsrooms years ago. With access to the cloud, we can attack stories with audio, video, text and pictures, any way we want. Both newspapers and magazines have used the Web to reach bigger and younger audiences than they historically have had.

Q. What kind of suggestions do you have for someone who is set on placing all of their media eggs in one basket: print publishing?

I hope you have a good retirement plan, because I don't think that's feasible. A lot of us had hoped that we'd outrun the digital revolution. Let's just admit it that the world as it used to be was fun, great and lovely, but that is over. I have two college graduating seniors. For the one that is interested in media, I tell her not to worry about her resume. Worry about making stuff. Get a Tumblr and a blog, something you can show people. The whole tradition of, “now I'm working at a small town weekly then off to a larger daily paper” or from trade to national publication is gone.

Q. You have more than 240,000 followers on Twitter; give me some advice for someone who is just getting into it.

It helps if your last name is NYTimes. If my last name was not NYTimes, I don't think I'd break four figures. Maybe I would. Maybe it's so fabulously entertaining that I would, but I don't get confused about why people care about what I think. You can't just be promoting your own stuff. There has to be links to other things, and point to good work elsewhere.

Q. What is the most gratifying part of your job?

I cross so many different areas. I think being a journalist is a form of continuing adult education. In the last week, yes I did Monday media column, but I did a video, I was on cover for a book review, I wrote a story about a woman who won the film competition at South by Southwest. The two days before that I spent writing about Band of Horses. I get to do a lot of different things. I meet people from all walks of life. I get to talk to them about their jobs, their passions. It sure beats working.

Q. What's the toughest part about your job?

I need to be an always-on content machine. If you're not doing work, you're somehow promoting work on Facebook, Twitter or doing source development. I can't remember the last business lunch I had. The old rhythm of filing your story and then being done is done. It does take some of the fun out of it when you can't take time to fuss over a piece. The value of content has gone down, so you have to make more of it.

David Carr was interviewed by Theodore Evans, community relations manager at Emergency Foodshelf Network. Theodore, who rarely uses his legal name outside of filing taxes and byline, can be reached at Theodorejevans@mac.com.

MMPA Steps up with Social Media

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by Catherine Engel, *Social Media Intern, MMPA*

Social media has become mainstream for consumers and a vibrant realm for brands and organizations. With that said, the Minnesota Magazines and Publications Association has stepped up its social media presence to benefit our members. We have added many new items to our LinkedIn and Facebook pages, and we now have a Twitter feed.

Currently, we are featuring information on our accounts regarding the [2010 Summit and Expo](#) on Thursday, May 20. For example, we have posted articles by this year's speaker David Carr of the New York Times pertaining to technology changes and their influence on journalism. There also are links to current articles written by many of the track speakers on the site. This year's summit will be an exciting event with top-notch talent sharing their best ideas for areas that directly impact your job in publishing. We're sharing the best of their content with you on our "Friends of MMPA" pages. Be sure to check it out.

While social media sites have only been in existence for six years, their growth has been exponential in such a brief time period. According to a Nielsen report, Twitter saw a 1,382% jump in unique visitors from February 2008 to February 2009. Furthermore, Facebook surpassed MySpace in unique visitors and now has around 400 million users worldwide. LinkedIn has become a new method of networking, which has been crucial to finding employment in the current recession. Millions of users worldwide spend hours on these sites keeping up to date on the latest news of their social circles and the world. We hope you'll spend a few minutes of your time online to find us and to join, or start, a discussion.

To find us on [Facebook](#), [LinkedIn](#) or [Twitter](#), simply search "Friends of MMPA."

Written by Catherine Engel, the Social Media Intern for the MMPA. Engel also is the Social Media Manager for Red Wing Shoe Company.

What's stuck in your web?

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An Interview with Aileen Gallagher, New York Magazine

No one doubts that the Web has changed the way information is disseminated, and perhaps no one knows that better than [New York Media's](#) Aileen Gallagher. In not much less than the time it took for the Internet to go from a geek toy to ubiquity, her career has wended its way from college newspaper staffer, through children's book author, online literary magazine editor and associate editor at MediaBistro, to senior editor at one of the nation's largest regionals — on the online side, that is.



So when Gallagher takes to the podium on May 20 at the [2010 MMPA Summit & Expo](#) to share her insights about what it takes to be successful on the Web, it may pay to listen (literally). It's no longer a question of whether you should have a Web presence, but what it should contain, how to drive traffic there and what you can do with social media, newsletters and the like. And the Web ain't just print in pixels: the content may be different (try printing a video), as may the writing, the headlines and even the format (think blogs). Some things, though — like good writing and timeliness — are just as important as ever.

Q. What are people looking for when they surf over to [nymag.com](#)?

A lot of our local readers rely heavily on our listings section. It's very thorough and it's very good. [But] I think the big draw of the site is that we cover so much — from sports to news to entertainment to discussions, culture, and do it pretty in-depth. That there's something for everybody, and there's always something new.

Q. Local readers as opposed to ...?

The company was looking for ways to move beyond the New York City brand identity. One way to do that is food — for example, I now oversee food coverage in six cities. Another is our fashion coverage, and also our entertainment coverage. So we're trying to draw much more of a national audience.

Q. Most of your Summit and Expo audience isn't going to have the kind of resources that NY Media has.

We're kind of a very extreme view, certainly. There are plenty of magazines doing interesting work with fewer resources. Whether it's simply newsletters (here's what's going on in this subject area in this community this week) — those are very popular with people, and they're easy to do. Whether it's someone on the staff, or you pay someone who's really obsessed about a topic, to do a blog on the magazine site. Those are pretty cheap to run; there are not a lot of production costs involved with these things.

Q. You started in newspapers. Any thoughts on that/then versus this/now?

The Web is much more newspaper-oriented [than magazines] in that they're very fast paced, very of-the-minute. ... That's kind of the way that I edit people: I push them to do good reporting, and to break original news. ... Scoops are what rule the Internet.

"Historically the media industry has not had a lot of luck with fighting against technological advances. Since the Web is not going anywhere you may as well figure out a way to work with it and enjoy it."

I get discouraged by the notion that pointing things out on the Web is some kind of cheap plagiarism. It's not. ... What the Web does really well is curate some of this stuff.

There are plenty of good writers out there. Just because they originate online doesn't automatically make them the B-team or a bad writer.

Q. Any closing thoughts?

I think historically the media industry has not had a lot of luck with fighting against technological advances, starting with the advent of television. They tend to fight against it. I think at least with the Web there's a lot of possibility and a lot of excitement. And since it's not going anywhere you may as well figure out a way to work with it and enjoy it.

Aileen Gallagher was interviewed by freelance photographer/journalist Josh P. Roberts, the MMPA's "semi-official" photographer and author of two books and hundreds of magazine, newspaper and electronic articles for both consumer and trade/B2B audiences. He can be reached through his Web site at www.joshproberts.com.

Circulation Roundtable—Are you using video?

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Whether you are using video on your Web site or not, the most recent circulation roundtable attendees will confirm that the possibilities are endless. If your goal is to strengthen your brand and make your presence more of an "authority" in your industry, video could help. If limited budgets are putting pressure on you and holding back unique web content, video could add content quickly. If you are trying to engage your readers, cross-promote your events or highlight specific issues or articles, then think about video.

The roundtable started with a list of reasons publishers are not getting into video: too expensive, too difficult and

too dangerous to name a few. But, Rebecca Sterner showed examples of a variety of Web sites that have introduced video as a tool, including Taste of Home (sponsored video cooking demonstrations) and Modern Drummer (drummers and their sessions). Imagine the impact of the sound and video of a drumming session versus reading about it in print.

From there, Kevin Dunn, director of digital operations, and Maura Ryan, director of online content at MSP Communications discussed their introduction to video and the development at MSP. They shared the numbers being driven to their Web site and the readers' interest in items like restaurant reviews in Mpls.St.Paul Magazine. It was exciting to see the growth into areas like filming cover shoot(s) and using the video on the Web site as a "behind the scenes" kind of customer engagement few of us achieve. And, attach a subscription offer or newsstand message to the video, and get action while the viewer is still excited about the content. As Kevin spoke, many of the attendees wondered, "Why haven't we seriously consider this before?" and, "Wow, I never thought about using video in that way."

Some attendees and MMPA members are using video and offered suggestions, and examples of tools ranging from free to very expensive were discussed. Mike Facius from Good Old Boat explained that they use "How To" videos on their Web site and have learned a great deal about production from www.izzyvideo.com. Many members talked about using inexpensive video editing tools like Final Cut Express. There was some conversation on the use of microphones versus built-in microphones and tripods versus hand-held, as well as whether zoom features add or detract. Kat Knudson from Affinity wrapped up the session with their start-up experience and how this process does not have to break the bank with all of the developments in technology. She cited examples of reader feedback, and how comments on their videos have strengthened their relationships with both advertisers and readers. One example included how an editor's recorded interview with an extreme sports celebrity right before the X-Games drove ten times the normal traffic on their Web site. I walked away with the idea of recording a brief video table of contents with our editor to link in the e-mail announcement of that issue.

So, next time you are faced with a new challenge, think about video. It might be the way to go.

The list of things you need to get started was surprisingly sensible for the novice:

Basic

1. Intern or editor to champion the project
2. Camera (video, flip or phone)
3. Editing software like Final Cut
4. Video platform

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5. Soundtrack Pro for soundtrack production
6. Motion/Livetype for animation
7. Photoshop for graphics

Publishers Roundtable—Social Media Strategies

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by Hervey Evans, *Erasmus, Inc.*

Kevin Dunn, the director of digital media at MSP Communications, led a packed roundtable on social media at the Midlands Country Club on March 10. One of the quarterly publisher's roundtables, the attendees included invited editors, web managers and others who overflowed into the hall outside the meeting room.

After introductions and a brief overview of the prevailing social media tools, Kevin reviewed the scope of social media efforts used at MSP, giving examples of successes and struggles as the efforts have become integral to the marketing of their Web sites and part of their marketing offerings to advertisers.

"We are in an amazing age where information – and content assets – are being shared," said Dunn. He pointed out that three billion photos a month are being posted on Facebook. However, not all content is good content, as Dunn cited a Pear study that determined more than 40% of tweets fell into the category of "pointless babble." He added that good content, content that improves the value of your brand in the mind of your reader, takes time and effort. That content might not have an immediately measurable impact on your bottom line, but it can make you the authoritative leader in your brand space.

"As long as [the content] is relevant, frequency is important," Dunn said. He shared examples of ways that MSP brands are keeping fresh, relevant content on their publications' sites and how frequently it is being added. Many of those brands were tweeting or checking their sites anywhere from two to eight times a day, spending as little as a half hour or as much as two hours a day keeping up with their web presence via their site, Twitter and

posting on their brand's Facebook page. He says publishers ask why they should give away their content, but MSP wants their readers to consume that content wherever they are and believes that makes them much more likely to pick up their paid content off the newsstand.

Dunn suggested getting ideas by looking at brands that are successfully using social media, such as local businesses Punch Pizza, Izzy's ice cream and Best Buy, and becoming informed about what is new and out there. He predicts that mobile is the next big trend to be ready for. "Mobile is the tectonic plate shift. It's the definitely the next frontier."

Hervey Evans is founder of Erasmus, Inc. a company that specializes in helping start-up magazines and circulation fulfillment. Hervey can be reached via his website at www.Erasmus.com.



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Career Training for less than airfare!

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For less than the cost of airfare to New York you can get experts from across the country to train you or your staff at the [MMPA's 2010 Summit and Expo](#). Since the Summit will be held at the Marriot Southwest in Minnetonka, no flying is required. At \$250 for members (less if you're registering a group) this is a professional improvement that you can't afford to miss.

The Summit features a wide range of speakers in 4 tracks—Editorial, Advertising/Sales, Circulation, and Art/Design/Production. Experts from coast to coast are converging on the Twin Cities to dole out tips and tricks that will improve your skill set and improve your bottom line. We hope you'll join us on May 20th for this year's Summit. See other articles in this issue for a sneak peak from some of our presenters.

Social Media Solidified

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An Interview with Jason DeRusha, WCCO-TV

[Jason DeRusha](#), general assignment reporter at WCCO-TV in Minneapolis, will discuss "Solidifying Your Audience with Social Media" as a member of the editorial track's Social Media Panel at this year's [2010 Summit & Expo](#) on May 20. With four Regional Emmy Awards and stints as weekend and fill-in anchor under his belt, DeRusha muses on magazines and more, below.



Q. Can you explain in one or two sentences what "solidifying an audience" means for a magazine?

There's so much information out there today; it's so important to make yourself a destination. There has to be unique content from unique writers that makes a magazine reader like me want to come back month after month.

I love magazines because I can sit down, relax and read through a beautifully laid-out, curated package. But if you don't have people with a unique voice telling unique stories — your audience is going to vanish.

I use social media to solidify my traditional broadcast audience. I have developed myself into a "brand," and that brand lives in your television, on Twitter, Facebook, at wcco.com/jasonblog, inside the pages of Minnesota Monthly and even on the radio. To me, it's part of staking out my claim as a unique voice with unique stories to tell.

Q. Granted, you're biased in favor of social media because you met your wife in a college chat room.

But seriously, between having live Jasoncam streaming from your desk at WCCO and maintaining your various electronic pages like derusha.tumblr.com, 'Jason DeRusha's home for links and rants,' what's your social media maintenance routine that allows you to carve out contemplative time for thinking and writing?

I write a lot, I blog a lot, but I worry if I'm thinking enough. At night when I'm home with my family, I leave my iPhone on the counter, and try to step away from the computer (although I'm guilty of checking my work e-mail). I need that time to process.

People often ask me how much time I spend every day on social media, and it's an impossible question to answer. It's like asking how much time I spend breathing. Breathing is an essential function for me to exist. Social media is an essential function for me to report.

Q. Does using social media as an initial tool for gathering information reduce your research time such that you actually have more time for thinking and writing?

That's interesting. This week I used Twitter and Facebook trying to find a high school science teacher for a story. While people were doing that work for me, I was spending time doing research on the story, and thinking about the technique we were going to use to put it on TV. So there are times that it's a time-saver.

Generally, I find using social media helps me get more targeted results. Instead of settling for whatever expert gets back to me first, I can get the perfect expert.

I've also used social media to float story ideas, and that saves me a lot of time in that I don't start researching stories that are generally dumb ideas. The crowd tells me that the idea is dumb.

Q. Do you addictively check e-mail?

Yes. I find it very difficult to step away from e-mail. My work e-mail doesn't dump into my iPhone (the company won't allow that), which is my only saving grace.

Q. You're a TV journalist. Do you read magazines online or the old-fashioned way?

I love magazines because I'm a visual learner. I love layout, I love photography, I love fonts. I like journalists telling me what's important or interesting based on the way the page is composed. Online hasn't mastered that yet. Perhaps the iPad will change things, but for now, I still enjoy picking up a magazine and reading it.

What's interesting is the way magazines are adding exclusive online content that supplements the glossy. I like how Minnesota Monthly, Minneapolis/St. Paul Magazine, and METRO all have active dining blogs. I'd like to see more of that. Dining columnists go to a lot of places that stink that aren't worthy of a full article. I'd love to read their scraps online, and that makes me more loyal to the print magazine.

I like to see behind-the-scenes things that get me excited to read the magazine: I like to see the shots of the cover shoot coming together. I like to hear about the mistakes. It'd be fun to see alternative covers. Of course, as a subscriber, I also don't mind some of that content being exclusive for subscribers only. Reward me for rewarding you.

Q. If you weren't a TV journalist what would you be doing to make a living?

I always wanted to be a game show host, but there aren't that many job openings there. Perhaps I'd be in radio, or in corporate communications strategy. Maybe I'd be putting out a magazine.

Q. Did you play journalist when you were a boy? What's the primary reason you became a journalist, and is that still the reason you do what you do?

As a kid, I knew I wanted to be involved in broadcasting. I literally wore out four Mr. Microphone toys (it was a microphone that broadcast through an FM radio frequency).

When I was in fourth grade, I watched live coverage of the Tiananmen Square uprising in China from my suburban Chicago living room, and knew that I wanted to be a part of that. I was witnessing history happen from my home, and I knew I wanted to help write the first draft.

Q. Which two historical figures would you love to eat dinner with and what would you ask them?

I'd love to ask Teddy Roosevelt about the idea of being an environmentalist in the early 20th century, and what

he thinks of the way we're taking care of our land.

And I'd like to ask Jesus what's going to happen to me when it's all over. A little selfish, I guess.

Q. Speaking of eating, since your work includes a lot of sitting and your PR mentions that you appreciate good food, how do you manage to stay in shape?

It's a struggle! About five years ago I lost 50 pounds because I had chunked up so much after spending three years in Milwaukee (being an overweight TV reporter is acceptable in Wisconsin!). I am at the Lifetime Fitness (with my Experience Life magazine) in Maple Grove at six most mornings. I sit on a balance ball at work instead of a chair, which keeps me moving. I typically bring my lunch to work, which helps me cut down on the calories, too.

Q. Does it feel weird to be the interviewee instead of the interviewer?

I love talking about this business, so I love it when I get to answer instead of ask the questions!

Jason DeRusha was interviewed by Janet Cass, freelance editor/writer. Janet will return from teaching a conversational English class in Israel by mid-May and can be reached at jkcass@comcast.net.

Career—& Character—building moments

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An Interview with Liz Bredeson, Meredith Corporation

Liz Bredeson, senior director of business and development at Meredith Corporation, will dish out ideas in “50 Ways to Cut Expenses and Increase Revenue in the Audience Development Arena” as a member of the Circulation track’s lineup at this year’s [Summit & Expo](#) on May 20. Bredeson has been involved in expanding the scope and useage of Meredith’s in-house database. She muses on career and character-building moments below:



Q. Who is the one person that had the biggest impact on your career? And, what did they do?

There have actually been several. I had a wonderful mentor for several years who was quite comfortable guiding me and giving me pointed critique. His matter-of-fact approach made it easy for me to listen, accept and integrate his feedback.

I recall once when I was so pleased to tell him I was coming in over budget and would actually deliver a bigger profit than budgeted. He was quiet for a moment and then asked several questions about how I originally forecast, when I had first indications of exceeding budget, etc. Then he explained what I should have known all along: “it’s not your money.” The sooner the company learned about potential positive (or negative) information, the quicker the company could react and take advantage of good news or adjust for bad news. Budgets were to be met as closely as possible. Delivering better-than-projected profits, unless truly unexpected, was frowned upon as equally as significant underperformance.

Q. Describe either a high or low point in your career.

My low point that turned out to be the best thing that ever happened to me.

I'd been working for a company for several years. Initially I had some misgivings about the way the owner managed and treated staff – but since the owner never treated me in that manner, I let it go.

Eventually it became clear that the owner just wasn't able to give up micro-managing the company. What made this even more difficult was that the owner's interest would flit from department to department. Staff would think things were going along just fine, with no feedback or indication to the contrary. Suddenly the owner would take great interest in the person's work, call meetings at 5 p.m. to review work, and basically grill the person to near tears.

After about 4 years, I understood why the staff seemed so cautious and unable to make even the most mundane decisions without consulting the owner. They'd been burned too many times. It was not a good fit. I was used to managing my team, making recommendations to management and working without someone looking over my

shoulder.

I left the company and found a position where my skills as a manager and my knowledge in circulation were not only appreciated, but rewarded. As I told my new boss after a few weeks, it felt like I was on vacation. I had no idea how much stress I was under.

Q. If you were not involved in publishing, what career would you seek out?

I would study human behavior and cultures. But then, I think that's what I do now with my customers and my workmates. It's fascinating to see how people respond to direct mail, advertising, the economy, politics, religion. We all believe we are rational and in control of our decisions. Everything we do is driven by biology and our culture. Humans are social animals: we organize into groups to survive. We identify with groups and quickly create a shorthand (stereotyping) to identify "outsiders" or those who might threaten our group. Changing someone's beliefs about others is one of the most difficult endeavors. If it were easy, we could change the world. But it's not.

Q. Explain your most memorable career moment

Actually had nothing to do with my work, specifically, but it was a profound moment of learning for me. My boss had asked me to comment on a promotion question we had sent to legal. I sent my boss an answer (via e-mail) that explained why I thought we were within legal parameters. The promotion in question was worth quite a bit of money, and not out of line with general practices.

My boss added his few comments and then sent the entire e-mail to legal. Quite ok with me. Apparently the person heading our legal department at that time was not pleased with my comments. He sent a flaming response back to my boss, to his boss, and to the current CEO! His e-mail said something to the effect that he was not going to take direction from "some low-level manager" and wondered what they should do about me. Wow! My boss actually thought it was funny and let me read it. He was not at all concerned and said I should just laugh it off. I was too new to the company to laugh.

Within a few days of this e-mail being circulated, our company had the annual picnic/walk/run. My husband and I attended, though I was nervous about running into the head of the legal department. As we were waiting for the run/walk to begin, the CEO (who is very tall) saw me and came walking over to me. I didn't know what to expect. He shook my hand, introduced himself to my husband and said he was glad to see me and hoped I had a good time. That was all. I was so relieved. What a classy way to let me know that all was ok.

I've carried that lesson with me. When something has gone not-quite-right at work (or there's been a disaster) I always seek out the person I know will be most worried. A smile and a few words go a long way to helping the person move on and quit worrying.

Bredson was interviewed by Aileen Hough, Circulation Manager at CSC Publishing and a long-time contributor for Fine Print. Although her publishing focus is audience development, Hough strongly believes in and supports MMPA in many areas.

Passionate Geeks

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An Interview with Clockwork Active Media Systems' web developers

Designers from [Clockwork Active Media Systems](#) bring their web development expertise — and their sense of fun — to this year's [MMPA Summit](#).

Chuck Hermes, chief experience officer of Clockwork Active Media Systems, and Clockwork's Creative Director, Rett Martin, were once upon a time both print designers in love with the medium. But while they still love print, they've not only transitioned to successful careers in interactive media design, they now love teaching other designers how to do it too. Luckily, this irreverent duo has signed on to bring their knowledge to graphic designers and art directors at this year's Summit.

While there are a lot of magazine designers who love working in print and look askance at the Web, the realities of today's industry demand more. Hermes, who once worked as a print designer at Paisley Park, understands the passion for print, but believes that making the transition to new media is less daunting than it may seem.

“We’re designers,” says Hermes, who regularly works with students, helping them look beyond the constraints of print. “We understand how human beings perceive things, whether it’s in print or interactive.” Likewise, Martin comes from a print background with a traditional design foundation, but these days, according to his Clockwork bio, he “loves it all: from ideation and conceiving to the occasional day of cranking out HTML and CSS.”

Clockwork does a wide variety of work, from designing new visual identities to developing Web sites and social media strategies for both large corporations and non-profits like the Girl Scouts. The company’s roster of past clients is stellar, including Microsoft, Best Buy and Target. And, maybe most significantly, the company also is regularly recognized for its work environment, which is big-time family friendly. The Minnesota Psychological Association has given Clockwork its healthy workplace award, and The Business Journal has recognized the company as one of the top places to work for four years running; Working Mother magazine also recognized Clockwork as one of the top 25 women-owned businesses. Drop by Clockwork for a meeting and there’s a good chance you’ll end up holding a baby or laughing at the antics of older kids who are hanging out in the office during a school break.

Expect Hermes and Martin to share real-life experiences and offer concrete advice on how to get where you want to go — where you need to go — next. Interactive and informal, this session promises to be invaluable for any magazine art-centered professionals looking to expand their skill set, and their contacts in the local design community.

Hope to see all you graphic designers there; check out the [MMPA Web site](#) for Summit registration info.

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We’re always looking for someone who wants to be a little more involved or a lot more involved. Email us today and let us know where your interests lie and we’ll have a volunteer coordinator or a committee person get in touch with you. Let us know what your primary job responsibilities are (art director, editorial staffer, circulation manager, salesperson, etc.) and if there’s a specific event or committee you’d be interested in helping out with. If you’re not sure where you fit, that’s fine too, we’ll call you and see what might be a good fit. [Email us](#) today and let us know you’re interested in becoming more involved.

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fine PRINT *online*

April 2010

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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.

9 hours to career success

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If you haven't signed up for the [MMPA's 2010 Summit and Expo](#), you just might be making the mistake of your career. On May 20th, in just over 9 hours we have a completely packed agenda aimed at integrating digital publishing into your daily operations. This Folio-type show has some of the best in the magazine business heading to the mini-apple to share their secrets. You don't want to miss this year's Summit. It's the best one yet.

While this year's theme is "Looking Forward" the registration cost is looking the same as last year. Registration rates are just \$250 for members and \$50 for students. There's even more savings if you're registering a group. We pack a full day of career expanding training into just one day to make the most of your professional improvement dollar. Where else could you get experts from the New York Times, New York Magazine, and Meredith (just to name a few) to train you or your staff without leaving the metro? Take advantage of some heavy-hitting training and consider this opportunity to re-energize your staff into [Looking Forward](#).

Hybridization: Selling Web and Print

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by Sherry Collins, *Swirlwind Media, Inc.*

Daniel Ambrose, managing partner of [ambro.com](#), will lead the entire sales track for the [2010 Summit & Expo](#). Ambrose, an expert in ad sales, developed a hybrid media sales approach that helps magazine sales people sell internet advertising with, rather than instead of, print. His expertise led him to partner with Media Industry Newsletter to publish "Internet Sales Guidebook: Selling, Managing and Marketing Web 3.0 Media Brands" in 2008 and here he answers some questions about his perception of the industry.



Q. What's your "elevator speech"? What do you tell people that you do?

[Ambro.com](#) provides strategic and tactical advice and executional aid to help publishers increase revenue, especially Internet advertising revenue.

Q. Is there a magazine during your early years that had an impact on your life? If so, which one and why?

I was the advertising director of *American Film* magazine when I was 24; going to Hollywood premieres and selling high-end advertising. I loved it, I met my wife there, and it made me love the publishing business.

Q. What inspires you?

Helping others be successful.

Q. Since your presentation is entitled "Beyond the Banner" What do you think is the biggest misconception about selling ad space for publications?

Most people in publishing don't appreciate how much difference good advertising sales strategy, tactics and execution can make. Many print and online publishers accept mediocre performance in ad sales, while they expect excellence in editorial.

Q. What's been your most memorable career moment?

Being introduced to the staff of *Child Magazine* as their publisher at The New York Times Company.

Q. How does your job differ than what you did 10 years ago? (biggest change)

Change is constant. Something new happens every day that I have to learn about tomorrow.

Q. What do you like most about your job? What do you like least?

I love helping clients.

I hate the careful mastery of details that is REQUIRED for excellent presentations.

Q. Describe a high or low point in your career and what you learned from it.

My high point was when iVillage went public for hundreds of millions of dollars, a business that I had helped found and guide through several strategic iterations.

My low point was when I had to kill plans to buy a magazine after I had worked on the plans and financing for a year.

Q. If you weren't doing what you do now, what would you want to do instead?

Be a publisher/publishing company owner.

Q. What do you think is the most exciting trend in the world of publishing right now?

The transition to multi-platform publishing; from print only, to print + Internet + mobile, etc., is very interesting because it allows publishers to think in new ways about the needs of their audiences and how to serve their market with new solutions beyond print.

Q. With companies selling mixtures of digital and traditional print products, some take the tactic of having a separate sales force for each and some have one salesperson for each account sell all the products to that one client. Do you have an opinion on what you think works best?

The most successful companies are always customer centric. Customers want a single point of contact for their relationship with publishers. And the evidence shows that having a unified sales force, or as I call it a hybrid sales force, with a single point of contact at the client or agency, is the best practice and will result in generating the most revenue the most profitably.

Ambrose was interviewed by Sherry Collins founder of Swirlwind Media, Inc., a content strategy company. Collins is an active member of MMPA who is looking forward to the summit. She can be reached at scollins@swirlwindmedia.com.

Content Marketing is what you do!

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An Interview with Joe Pulizzi, Junta42.com

Joe Pulizzi, founder of [Junta42](#), will tackle the topic of "Circulation — Going Social Media Kicking and Screaming" at the [2010 Summit & Expo](#) on May 20. Pulizzi will tell you why Twitter isn't really that stupid, why social media will become nearly automatic and why business owners are publishers whether they realize it or not. Pulizzi, who literally wrote the book on content marketing answers questions about his unusual career path.



Q. What's your "elevator speech"? What do you tell people that you do?

I'm the "poster boy" for content marketing...meaning, I help businesses learn how to be publishers to grow their business.

That means, teaching businesses how to create and distribute great content to attract and retain customers.

Q. Is there a magazine during your early years that had an impact on your life? If so, which one and

why?

As a young boy, it was LEGO magazine...which is probably why I've always loved the idea of content marketing (LEGO magazine is one of the greatest examples of content marketing). LEGO created loyalty with me because they send me great information...and I'm still a LEGO fan today (as well as my kids, who also get LEGO magazine)

Q. What inspires you?

Besides my family, I get inspired by trying to inspire others...through my writing, speaking, businesses, etc. If I can positively affect someone's life, then I'm on the right path.

I'm also inspired by people that take the road less traveled.

Q. What do you think the biggest misconception about social media is?

First, that their customers DON'T use social media. Second, that social media can be used to distributed sales and marketing information. You can't have a successful social media strategy without a content strategy first. Third, that social media is siloed. Social media needs to be integrated with your entire marketing campaign.

Q. What's been your most memorable career moment?

There have been a lot. Probably the day I left Penton to start [Junta42](#). It was a huge decision for my entire family. I also love the fact that I've been able to travel to so many different countries to talk about content marketing.

Q. How does your job differ than what you did 10 years ago? (biggest change)

The job I'm doing really didn't exist 10 years ago. Traditional marketing, although declining, was still working for the most part. Today, all businesses are publishers and don't have to go through middlemen to communicate with their customers. So, the change has been a complete 180.

Q. What do you like most about your job? What do you like least?

I like the fact that working is not really working. It's the difference between a career and a job. In a career, you always need more time. In a job, you are always looking at the clock.

It's hard to say what I like the least. I'm doing what I love. Probably the travel schedule.

Q. Describe a high or low point in your career and what you learned from it.

I've failed a lot. The first time I failed after launching my business, I thought that was it. Now I realize that failure is part of success. I don't hope for failure or anything, but I try lots of things now with the idea that a failure or redirection is part of the success process. So my outlook right now is to try as many things as possible that make sense for my business, my family and myself. It's scary and liberating at the same time.

Q. If you weren't doing what you do now, what would you want to do instead?

I'd probably be an actor. I love being on stage (probably why I love speaking so much).

Q. What do you think is the most exciting trend in the world of publishing right now?

That there are no barriers to entry. Publishers can do anything if they aren't restricted by their idea of what publishing is.

Pulizzi was interviewed by Sherry Collins founder of Swirlwind Media, Inc, a content strategy company. Collins is an active member of MMPA who is looking forward to the summit. She can be reached at scollins@swirlwindmedia.com.

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