



# *fine* PRINT *online*

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

## Summit & Expo - Are You There?

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The [MMPA's 2010 Summit & Expo](#) will be held on May 20 at the Minneapolis Marriott Southwest in Minnetonka, MN. The buzz over the line-up of speakers is boosting registration and many organizations are sending large groups of staff to take advantage of the outstanding content.

The conference features last year's prices (a real value for MMPA members) plus a new group registration rate. Send 5 or more people and save!



Bryan Nanista, Tiger Oak Publications

In response to member requests, the Summit will offer a dedicated track specifically for art/design/production topics. Highlights include the session "Rediscovering Your Print Design Chops" for graphic designers and art directors working on consumer, B2B and association publications. Matthew Bates of [Backpacker Magazine](#) and Bryan Nanista of Tiger Oak Publications will be featured. Speakers from [Clockwork Active Media Systems](#) will present an afternoon session, "Transferring Your Inspiration From Paper to Pixel."

The advertising sales track will feature a full day of content from [Daniel Ambrose](#), who will focus on hybrid media sales training. He'll get sales people charged up to sell internet advertising, show them how to sell online ads with the print ads they already sell, and take the mystery out of online sales.

The circulation track continues its tradition of a full day of top-notch content, capped by a presentation from Joe Pulizzi titled "Going Social Media Kicking and Screaming." Pulizzi is founder of the client-vendor matching site [Junta42](#) and writes one of the most popular content marketing blogs in the world at [blog.junta42.com](http://blog.junta42.com).

The editorial track includes a full morning of tips and strategies for working on the web from [Aileen Gallagher](#), online editor for [NYMag.com](#). She will discuss real-life solutions for creating effective content that works online. Track attendees will learn about connecting with audiences through social media from local social media gurus [David Brauer](#), Tom Elko and [Jason DeRusha](#). *New York Times* media columnist and MN native [David Carr](#) will close the day with a presentation titled, "The Good News Is That There Is Some," which will send attendees into the closing reception and exhibitor meet-and-greet

session on a positive note.

The Exhibitor Expo this year will feature new vendors with exciting trends and services to showcase. Play exhibitor bingo by visiting all the exhibitor booths again this year and be eligible for one of the terrific door prizes.

## Tiger Oak Publications designer Dana Oelfke Wins Poster Design Contest

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By Barbara Knox

When Drew Wood, managing editor of *Minnesota Business* magazine, saw that MMPA was firing up its annual design competition to find the perfect poster design to promote the Excellence Awards, he tossed the challenge over to his *MB* art director, Dana Oelfke. Oelfke fielded his toss and lobbed back a retro-inspired poster design that went on to win the competition.

“The Excellence Awards committee had a difficult job judging this year because there were so many great entries, but Dana’s stood out from the rest because it was both beautiful and useful for us,” says MMPA Vice President Kathryn Forss. “We use the poster design as a base from which we design many other materials that promote our event, and Dana included lots of small elements that our designers could pull out to continue the theme.”

Oelfke started her process by looking at old posters, which inspired her to take off in the retro direction. But because the poster is all about Minnesota’s big publishing awards, she wanted to incorporate well-known symbols of our trade: [Look closely](#) and you’ll see the “small elements” Forss refers to, which include proofing marks, paginations, notebooks and other familiar icons tucked within the overall design format.



Dana Oelfke, *Minnesota Business*



Oelfke has been with *Minnesota Business* for about three years, following the magazine’s now infamous journey from Metropolitan Media Group to Great Water Media and, finally, in the wake of the Petters Group Worldwide collapse, to Tiger Oak Publications. The magazine underwent a redesign last fall, which features a new black-and-white format for the cover. “We’re still flexing our redesign muscles,” says Oelfke, “and still trying to push the limits with photography, but we’ve been happy with the feedback we’re getting.” She also oversees the magazine’s website, and enjoys the challenges associated with the online medium. “It’s definitely a different knowledge base. There’s not a whole lot of crossover in terms of how things are done on the back side. But I’m really liking that aspect of my work.”

For her part, Forss is pleased with not only Oelfke’s winning entry, but with the stellar turnout for the competition. “We are thrilled with the response to this year’s design contest. We got work from many of the best designers in the Twin Cities, and we were thankful to get a chance to see what they can do.”

## April Editorial Roundtable: How to Cultivate Community and Build a Strong Brand Online

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By Jim Tarbox

It's all about social engagement these days, about 30 of us learned at the April editorial roundtable. And when the presentation is as engaging as this one was, it's pretty easy to wrap your arms around the concept and the conversation.

Nancy Lyons and Meghan Wilker—aka the Geek Girls ([www.geekgirlsguide.com](http://www.geekgirlsguide.com))—are president/CEO and managing director of Minneapolis-based Clockwork Active Media Systems, a web-development and design firm that specializes in resolving challenges to online commercial success.

Their bottom line is: If you're not online, you're not onboard.

Subtitled their presentation "Social Media 101," Lyons and Wilker spent most of their 90 minutes both defining the various forms of social media and defending their use—especially the seemingly ubiquitous Facebook—as a viable platform for commerce. "Facebook gets a bad rap as a business tool," Lyons said. "But you have to go where the people are, and Facebook is the social media outlet most people are using." She noted that when you consider the population currently on Facebook, it amounts to the third-largest country in the world. Her chief observation: "Don't dismiss Facebook."

Lyons and Wilker were equally fervent in their defense of Twitter, the 140-character-disseminator of "digestible bits of information" that should not be confused with e-mail. "You just step in and out of Twitter," Wilker said. "You catch what's there, engage with what's important to you, and move on." Every message is not for every reader; "You don't need to respond to what you encounter. It's not like e-mail; you take what you want and keep moving."

The point for business is to make social media "work for you," the pair said. But they cautioned against selling, per se. That will simply turn off social media users. "You're not there to sell, but to add value to the conversation." If the value is there, the users will pass it along.

To that end, the Geek Girls enthusiastically defended the myriad—and occasionally dizzying—social media outlets to be found online. Rather than being put off by the number of outlets, which the marketplace of users will filter to its own ends, businesses should embrace the multiplying opportunities to get their messages out. Social media users will find what they're looking for, and if they like what they find, they'll share it with their respective networks. And since those networks are linked in a variety of combinations, successful messages will be spread.

The bottom line, Lyons and Wilker said, is to keep engaged and keep putting out new information. "Search engines are constantly looking for new stuff [content], and the more new stuff you post, the more frequently those search engines will find your site."

So where will all this social engagement lead? "Who knows where we'll be in five years?" they replied. "Facebook and Twitter might not even be around by then. But social engagement is increasingly necessary for business." The constant change on the Internet and among social media outlets is what terrifies business, they say, because that means businesses have to change. But change is the game these days, and embracing that change is what will allow businesses to retain control of their messages—so they have to participate.

"You have to contribute to the community where they live," Lyons said. You can create that community by engaging the members with new and relevant content. That will drive them to your website where you have more control over the conversation.

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**"Change is the game these days, and embracing that change is what will allow businesses to retain control of their messages—so they have to participate."**

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## Digital Magazines Meet iPad

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By Lynn Keillor

When the Apple iPad hit the market in early April, Wayne Metcalfe, director of sales for Nxtbook Media, was one of the 500,000 people who put down money for the new mobile device.

He got it primarily for work-related reasons: Lancaster, PA-based Nxtbook, among other things, makes digital

versions of magazines. In spite of all the hype, Metcalfe was leery of how the iPad would perform, and if it would work well for his business.

"I'm now a big advocate of it," he says. "Our digital publications look phenomenal on it. They're popping off the page. It's really impressed me with the digital publications and catalogs."

Metcalfe will be at the MMPA Summit, demonstrating the Nxtbook products on various devices, such as a desktop computer, an Android phone and the iPad. He'll also present at the December MMPA Circulation Roundtable. FinePrint talked to Metcalfe about digital publishing, its various platforms, its future and the bottom line.

**FinePrint: What does a device like the iPad offer publishers that others don't?**

Metcalfe: "We've been able to work on iPhone, the iPod Touch and Android devices for about a year. They look good, they work well, however we did not receive a huge response. People were interested and intrigued, however reading a magazine on a small screen didn't get people excited. When the iPad came out, it was a beautiful thing. It fit the page well, has zoom capabilities, it has the video capabilities. It makes things pop. The Kindle has a great distribution system. Readers work great for books, but not as well for magazines, because you lose the design of the page and advertisements. We can offer a Kindle page, but it doesn't look anywhere as nice as the iPad. Magazines being ad-driven, let's face it: we have to have our ads in there and they have to look good."

**FP: What has been the publishing industry's initial reaction to the iPad?**

Metcalfe: "They've been excited about it. They're seeing this as a new distribution point. It's a mobile technology. The desktop version doesn't allow you to move around as much. It's a great way to come to advertisers and say, 'Hey, we have a new bell and whistle.' There's not really been a lot of hesitation from publishers. I've had potential new clients say they want to be on the iPad and not the desktop version. The hesitation I've heard is generally from the buyers' side, that it's a \$500 device that will be out of date soon."

**FP: What can an iPad offer a digital magazine?**

Metcalfe: "What the iPad, iPhone, Android and other such devices bring to the table is that we can put video and sound into the books. If you have a sports magazine with a picture of a quarterback throwing a football, you can actually see the guy make the pass."

**FP: How does the iPad change the game?**

Metcalfe: "I believe that this is a game changer. If you can remember 15 years ago where we were with magazines on the Internet: everyone thought it would eliminate paper. We know, for the most part, that was not true. In some cases, it increased print. Will the iPad and other devices eliminate print? No. But it will help it continue to evolve. Print is luxury piece, a relaxation piece, an entertainment piece. Where it changes the game is that you'll have access to back issues and multiple publications on one device, instead of carrying a stack of magazines."

**FP: What is the bottom-line benefit for a publisher?**

Metcalfe: "You can look at profit in many ways. Is it a hard dollar amount you're bringing in? Are you bringing in more clients? Are you reducing your print distribution costs? Are you retaining your advertisers or gaining new ones? Can you increase ad revenue with digital publications? Yes. With print advertising, you can't tell how many people looked at the ad. With digital publications, we can tell them a lot of statistics of what that reader did. Can you increase circulation? With a digital publication, it doesn't mean an increase in printing and distribution costs."

**FP: What questions should publishers ask themselves before going digital?**

Metcalfe: "The first is 'Why aren't we doing this?' I feel that 99 percent of publishers should have a digital solution because that's what readers are looking for. They need to ask, 'How am I going to promote this? How am I going to sell ads? What offerings will I have? How much time do I spend on it? Do I design it different than the print piece?'"

**FP: What do you see as the potential of mobile devices?**

Metcalfe: "Demographic or geographic versioning will be key over the next few years. If you're a football fan, and the magazine shows a cover with Lambeau field — and you hate the Packers — that's going to turn you off and repel you from the magazine. But say they show a picture of Brett Favre wearing a Viking's uniform: It draws you in. There are few ways this can happen, such as surveys or tracking. By tracking, you can see a person is more interested in football than soccer, so the magazine may re-layout to have football in the front and soccer in the

back. You can also do more with regional advertising.”

This link will work on your desktop computer, iPad, iPhone, iPod Touch or Android device and:

- [IBM Systems Magazine, Mainframe Edition](#)

This link will work on your iPad, iPhone and Android device, and also includes a text-only button at the bottom of the screen:

- [Uptime Magazine](#)
- [Demonstration of Nxtbook on the iPad](#)

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