

PressLines

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Enlist Today! Join the Communications Revolution

The Communications Revolution is fast rising up, dramatically changing the way we deliver media and information. The combined technologies of new and traditional media are now merging into an integrated system that transmits information in ways that were unimaginable only a few years ago.

United We Stand, Divided We Fall

Yet like any revolution, there is a diversity of thought and opinion about how to get the most out of constantly evolving channels. Perhaps surprisingly with so many options available, there is a tendency to get on a particular bandwagon, thinking the entire world revolves around mobile communications or whatever channel one happens to love.

At other times, we make the mistake of over generalizing. For example, some look at a target demographic like teenagers and think digital is the only answer. But Nic Covey, Director of Insights for The Nielsen Company, points out that you can't believe all the hype surrounding this group or any group if you're going to get an accurate understanding of their media technology relationship.

In actuality, teens haven't abandoned television, they aren't the biggest users of the Internet (they sit in school all day), they don't communicate solely through texting and they don't dominate the gaming industry. Their media habits are far more "normal" than many marketers and publishers realize.

Still, if you're using a traditional channel like print, it's important to incorporate personalization techniques that will appeal to their

sense of individuality while still allowing teens to share with friends and gain social currency. Targeting their special interests, that also incorporates a coupon accessible through a QR code, would appeal to Generation Z.

This example helps illustrate the true spirit of the Communications Revolution. It's not about being obsessed with a single media

*Watch for our Communications Revolution campaign in **Multichannel Merchant** and **Chief Marketer!***

channel or living in a world of stereotypes, but rather understanding the power of integrated communications and using all the channels – both traditional and new – in creative ways that satisfy your customers and your bottom line.

The Data Divide

Customized content is an integral part of the Communications Revolution, which puts increasing pressure on leveraging data. It's not that most organizations lack data. In fact, many are swimming in it. But getting the data into an actionable form – let alone formulating



strategies and tactics for its use – is another matter.

The problem hasn't gone unnoticed among executives. According to IBM, one in three business leaders don't trust the information they use to make decisions. Thus, harnessing and establishing trust in marketing data presents a huge challenge as the variety and number of sources grow.

Those revolutionaries who master data will be the victors. That's because the ability to gather and analyze data often reveals insights that are both surprising and highly valuable. In a famous Walmart example, the company's marketing leaders wanted to know what people in Florida purchased before a pending storm. Sounds like a no brainer, right? Naturally people would want batteries, bottled water and non-perishable

food. In fact, many preferred to purchase beer and Pop-Tarts. It was all in the data.

Join the Revolution

To help gain the knowledge you need, we created *Join the Revolution*, a white paper that addresses key communications channels and how to integrate them for the greatest impact. It's meant to be informative and inspirational rather than all-encompassing and all-knowing. The Communications Revolution doesn't have a pat success formula. It requires experimentation, imagination and courage. If you're ready to join, you can download the white paper and receive a fun Revolutionary Badge at www.riponprinters.com/0413.

March with Ripon Printers

Integrating your marketing campaigns is easy and hassle-free

Ripon's Integrated Marketing Services

- Mail List Processing & Hygiene
- Data Services
- Offset Printing
- Variable Data Digital Printing
- Mobile Barcodes
- Personalized URLs (pURLs)
- Email Blasts
- Digital Editions
- Fulfillment & Distribution
- Integrated Campaigns
- Management & Reporting

at Ripon Printers. To learn more about our broad range of services, please contact your representative or send an email request to sales@riponprinters.com.

Our goal is to be a leader in the Communications Revolution, providing you with the integrated, multichannel services you need to compete. **RIPON**

Commonwealth Wins Second Consecutive “Weekly of the Year” Award

For the second straight year and the fifth time in 20 years, the *Ripon Commonwealth Press* has been named the best weekly newspaper in the state of Wisconsin.

The newspaper, which is published and printed by Ripon Printers, learned in March at a Wisconsin Newspaper Association banquet that it again was named “Weekly of the Year.” The *Commonwealth* has received this distinction in 1992, 1994, 2002, 2011 and again in 2012 by winning more Better Newspaper Contest

awards than any of the other 192 community newspapers in the state. Most recently, it garnered 38 awards — twice as many as the next closest competitor which was the *Jackson County Chronicle* of Black River Falls, which earned 19 awards.

“We are humbled to receive this award for the second year in a row, but gladly accept it on behalf of the many readers and advertisers who make it happen for our community, week after week,” said Tim Lyke, publisher of the *Commonwealth*.

Every member of the newspaper's staff contributed to the awards earned, including 15 first-place honors.

“I'm privileged to work next to such a talented team of professionals, committed to excellence and dedicated to the notion that democracy works best when we are able to inform the public thoroughly, fairly and accurately about the activities of those who use their tax dollars to create and implement public policy,” Lyke said.

In critiquing the *Commonwealth's* stories from 2012, judges offered ►

To Log in, or Not to Log in

Here's a question – are you the type of person who can totally disconnect from work while on vacation? In some cases, such as camping in the wilderness, you have no choice. Mother Nature wins out and, for better or worse, work goes on without you. For others of us who rest within sight of a cell tower, the question is more than academic.

It appears the traditional five-day-a-week, 9 to 5 workday has melted away. I've been getting more and more emails "after hours," thankfully most of those not during family time. Just this Saturday morning, I received an email from my accountant saying my taxes were ready to be signed. While this is a little different since tax folks have such a tight time frame to complete their clients' returns, I am also seeing emails from Ripon Printers employees over the weekends as well.



Andy Lyke

Personally, it would be wonderful to have a complete break from work while on vacation. However, I admit to spending a little time with the deluge of daily emails as it helps me avoid the overwhelming backlog of issues that first morning back. It also gives me the opportunity to deal promptly with important customer or employee issues as they arise.

My vacation perspective would be so different if I were one of our customer service representatives. These folks work in teams every day – answering the phone if a teammate is somewhere else in the building or out for lunch. They rotate starting and ending times to cover more hours in a day. And they possess basic knowledge of their teammate's jobs to better handle a worried designer or panicked customer. Who can I find to watch my back like this? It is, indeed, lonely at the top!

In the end, I'm grateful for my new best friend, the iPad, which has allowed me to stay in touch with the office when I'm away, even though I know that most issues are being handled in my absence. Plus, I'll have more time for doing laundry when I get back home... Now when is that next vacation?

RIPON

strong praise for the newspaper's efforts, particularly in the areas of investigative/enterprise reporting, commitment to open records/freedom of information, editorial pages, sports coverage and advertising quality.

Lyke down-played the honors the *Commonwealth* received. "We like awards, but we value even more the privilege of being able to report on a first-rate community that makes the activities of newspaper coverage so rewarding," he said. **RIPON**



Accepting the Weekly Newspaper of the Year honors are, from left, Jonathan Bailey, Steve Wendt, Kelly Schmude, Kim Fischer, Tami Conlon, Ian Stepleton, Karen Stoeberl, Tim Lyke and Todd Sharp.



Ripon Printers is a
Wisconsin Green Tier Participant

4 PressLines

2013 Print Contest Season off to a Great Start

In the first printing competition of the year; the Web Offset Association's (WOA's) 2012-13 Print Awards, Ripon received five awards, including four first-place honors.

The WOA Print Awards, sponsored by Printing Industries of America, showcase the "best of the best" in the offset arena and attract

more than 400 entries from leading North American printing companies and educational institutions. The winning entries were displayed at the 2013 Continuous Improvement Conference in Indianapolis April 8-10.

The four first-place commendations include **Traditional Woodworkers, Volume 15** (heatset printing employing 1, 2, or 3 colors on coated paper),

1-800 Flowers/Bloomnet Directory May-August 2012 (bound product, combination coldset and heatset printing),

Austin-Lehman 2013 Adventure Catalog (product/sales catalog on

coated paper) and **LKG Industries/Philmore 2012 Catalog** (product sales/catalog on uncoated paper). Earning a second-place award was

Backwoods Home Magazine #135 (magazines on uncoated paper).

"I'm naturally delighted for our customers. The WOA Print Awards are also a wonderful confirmation of our employees skills and dedication," said Andy Lyke, president of Ripon Printers. **RIPON**

