

association**FOCUS**

**Why Gen Z
(and Everyone
Else) Still Read
Printed Media**

**Women Owned
Businesses**

THE **newsLINK**
 group

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Contents

- 2 Women-Owned Businesses
- 8 Why Gen Z (and Everyone Else) Still Read Printed Media
- 14 Why Print Matters
- 16 The Future of Print
- 20 AP Stylebook Tips

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We are a woman-owned business, with certifications for WOSB and WBENC. The 8(a)DB is pending.





Why Gen Z (and Everyone Else) Still Read Printed Media

Page 8

Why Print Matters

Page 14

Women-Owned Businesses

Imagine a country where less than half of its citizens are given a full range of opportunities. The remaining citizens are prevented from contributing as much as they are capable of. Complicate the situation even more by adding in other factors that affect what people can accomplish, such as race and ethnicity. No matter how prosperous that country might be, there's no way it can be as prosperous as it could be as long as it neglects or ignores more than half of its citizens.

You don't have to stretch your imagination much to find a real-world example; in addition to other social-justice problems, men and women do not receive equal treatment in the U.S. even though the country has more women than men. This inequity becomes plain when you look at the federal and state government, as well as many businesses. Men generally far outnumber women in government and leadership positions within business organizations.

continued on page 4





That shortfall represents a lost opportunity because women can make great leaders. They have different experiences, perspectives and skills than men. They are often creative, innovative problem solvers. But many times, women who start or grow a business have to face more obstacles than their male counterparts.

For nine years now, American Express has commissioned an annual report about the state of

Women can make great leaders. They have different experiences, perspectives and skills than men.

women-owned businesses. The current report is for 2019, and it is intended to motivate key players to assess whether women are receiving adequate support to become entrepreneurs. Key players who have the power and the will

to change the status quo can then adjust their plans so that women receive more support in the future. The report measures sociodemographic characteristics and considers how those characteristics contribute to business success and growth. It celebrates successes, hopes to inspire and motivate women who own businesses, and it also draws attention to areas that could be improved.

The 2019 report, for the first time, includes part-time entrepreneurs, called sidepreneurs, who are limiting the time they put into their business for several possible reasons, including the following:

- » Building a specific lifestyle
- » Creating a flexible work environment
- » Finding additional work challenges



- » Generating supplemental income
- » Putting their creativity to work
- » Seeing whether their ideas merit further exploration

What is the report's definition for women-owned businesses? To qualify, one or more women own, control or operate at least 51% of the business.

The 2019 report used data from the 2012 Survey of Business Owners, which was conducted by the U.S. Census Bureau. The report's writers have adjusted the numbers by going to January of the current year and looking at the annual gross domestic product estimates for that year according to the industry and national, state and metropolitan levels. Writers also compared their report to the reports that were written in 2014 and 2018, so they can better understand trends in the following areas:

- » The number of firms
- » Employment
- » Revenue

They consider many factors, including the following:

- » Company size
- » Industry
- » National and state events and situations
- » Race and ethnicity
- » Sidepreneurs
- » The top 50 metropolitan areas

What does this year's report have to say on a national level? Considering the period between 2014 and 2019:

- » There are more than 12.9 million women-owned businesses. That's an increase of 21%.
- » They employ 9.4 million people, which is an increase of 8%.
- » Revenue was \$1.9 trillion, which is an increase of 21%.

How do these percentages compare against businesses in general during the same period?

- » Where women-owned businesses increased by 21%, all businesses increased by 9%.
- » The number of people employed in general increased by 1.8%.
- » Revenues (at 20%) were close to the same.

The report notes that during the past five years, the annual growth rate for women-owned businesses, at 3.9% per year, has been more than twice the growth rate for all businesses at 1.7% per year. The one-year growth rate for 2018-2019 was 5% for women-owned businesses and 2.3% for all businesses. Taking the long view, women owned 4.6% of all U.S. businesses in 1972. They owned 42% in 2019.

Some businesses are owned equally by men and women. If you combine businesses that are owned equally by men and women with businesses owned by women, the results included almost 15.5 million businesses and account for 49% of all businesses. In 2019, these businesses employed

nearly 16.5 million people and generated \$3.2 trillion in income. That accounts for 14% of the workforce and 8% of all business revenue at that time.

Women generally start their businesses for one or more of the following reasons:

- » Necessity: Either they can't find a job, or the only jobs they can get are jobs that don't adequately meet their needs. In some cases, they have employment but still need to supplement their income.
- » Flexibility: They need more flexibility because of caregiving responsibilities than an employer is willing to give them, or they want more control over where and when they can work.
- » Opportunity: They see a business opportunity and want to explore it.

If women start businesses out of necessity or a need for flexibility, they may go back to being an

The U.S. currently has more than 100 WBCs that give women access to money, mentors and networking opportunities.

employee when their situation improves or changes. They are more likely to launch a business in difficult economic times than they are in good economic times. Women who start a business because they see an opportunity are

more likely to choose when they launch. They are most likely to launch when the economy is strong. As a direct result, their businesses are more likely to succeed and to grow.

Most U.S. businesses are small; in 2019, the average number of employees was 3.8 for all privately held businesses and 0.7 for women-held businesses.

In 1988, the Women's Business Ownership Act was passed. It established the Women's Business Center (WBC) program, which is run by the SBA, and it also gave women additional resources that would help them start their own businesses. The U.S. currently has more than 100 WBCs that give women access to money, mentors and networking opportunities. Research has shown that businesses owned by women are more likely to succeed when they can get the mentoring and counseling they need during the early stages of being in business.

The newsLINK Group, LLC, is proud to be a woman-owned business, with WBENC and WSBO certifications, that is currently staffed primarily by women. With headquarters in Holladay, Utah, The newsLINK Group has proven itself as a reliable marketing partner for associations that want to reach members regularly by sending them relevant and timely information tailored to their specific needs. 🐟

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I like to use a fashion analogy: digital is ready-to-wear; print is couture.

Nina Garcia
Editor-in-chief, ELLE US



We're excited to welcome our first international client, **Whirly Girls International Women Helicopter Pilots.**

Being a woman-owned company, we love seeing women excel and succeed in non-traditional fields. The Whirly Girls are the epitome of "swagger," and we love that they chose us to tell their story.





A young man and woman are sitting together, smiling and looking at a newspaper. The man is on the left, wearing a blue and white plaid shirt, and the woman is on the right, wearing a grey shirt. They are both looking down at the newspaper, which is open in front of them. The background is a bright, out-of-focus window.

Why Gen Z (and Everyone Else) Still Read Printed Media

In an increasingly digital world where newspapers are struggling to survive, many people expected printed media to die. It hasn't turned out that way. The 78.2 million people born between 1995 and 2012 value print, and so do the generations preceding them.

continued on page 10

There are reasons why print is still around: it fulfills needs, the same way digital books fill needs. People like having both, the same way they like having access to television, theaters and radio. According to the Pew Research Center, which surveyed 1,520 people who were 18 or older during one year in March or April 2015 to March or April 2016, participants preferred print books to any other format. Approximately 73% read at least one book during that period. FedEx Office did a survey and found that 90% of customers would rather read content on paper than on a screen.

Consider some additional statistics about the generation born 1997-2012:

- » Approximately 40% of all consumers are currently in this age bracket.
- » They are digital natives. Cellphones, Google and Wi-Fi have always been part of their lives. Print is a welcome novelty, somewhat like vinyl records. (In 2019, vinyl records outsold CDs. That hadn't happened in 40 years.)
- » They spend an average of three hours per day using social media applications on their smartphones.
- » They spend about an hour per week reading magazines.
- » They like reading printed books more than digital ones, and think printed materials are better for learning because it is easier to focus when reading them. American College surveyed students in four countries and 300 colleges; 92% of those surveyed prefer printed course materials to tablets or computers.



Although baby boomers read the most magazines per month, at 9.2, Gen Xers and millennials are not far behind at 9.1 and 8.9, respectively.

- » They trust printed media more than digital media. Social media and blogging are fast ways to communicate, but that speed means there's little or no time for editing and fact-checking, and there's also nothing to protect viewers from a barrage of online noise. The contrast with printed media such as magazines is stark. Magazines feel real, personal and—most important—they are curated to improve quality and eliminate noise.

Although baby boomers read the most magazines per month, at 9.2, Gen Xers and millennials are not far behind at 9.1 and 8.9, respectively.

Of all forms of print, U.S. newspapers seem to be in the most trouble because of lost advertising revenue. The entire industry shrank by approximately \$4.5 billion between 2011 and 2018.

Even major newspapers, like The New York Times and The Washington Post, have had to lay off employees despite being respected information sources for decades. One in five U.S. newspapers has gone out of business according to an article in The New York Times by Lara Takenaga, dated Dec. 21, 2019. That's a full 20%. Many communities no longer have a reliable source of local news.

Lack of adequate coverage has caused the rise of small and independent industry publications that can focus on otherwise neglected topics. Although these publications have small staffs and small circulation sizes, their content and reach are filling a need that captures younger audiences and even the attention of legacy publications.

Please note, the current downward trajectory for U.S. newspapers may not be a permanent thing. Jeff Bezos, the CEO of Amazon, bought The

Washington Post for \$250 million in 2013 and has been tinkering since then with making the online version profitable. The paper's digital subscriptions and revenue from digital advertising created two profitable years, 2017 and 2018, despite declining numbers for other newspapers in other places.

The trend in magazines is for smaller, niche-market magazines that are published less frequently than they used to be. Print magazines that have a website are considered to be more credible than digital-only websites because people think the quality is higher and more trustworthy. They are willing to pay more money in exchange for better quality.

- » The Harvard Business Review used to publish 10 issues per year. In 2017, the magazine cut the number of issues down to six, added digital benefits and invested money to make the six print issues better. Subscriptions increased by 10%.
- » In 2018, Bonnier Publishing decided to make its monthly Popular Science magazine into a quarterly magazine instead. It also increased the cost of a subscription. Subscription yield increased 30% in a single year because of the two changes.

Some major brands have been using sophisticated printed magazines and catalogs to build their

Print magazines that have a website are considered to be more credible than digital-only websites because people think the quality is higher and more trustworthy.

continued on page 12

brands further. Airbnb, ASOS, Facebook, Google and Uber have all created magazines that allow them to reach their employees and customers more effectively. Some are even sold on a stand-alone basis, such as ASOS Magazine. ASOS sold for \$1.25 per issue and had a circulation of 453,287 during the second half of 2018.

The magazine has been challenging Teen Vogue and Glamour and has included content about celebrities such as Lena Dunham, Lady Gaga and Jennifer Lawrence.

Even Amazon, a company that could not exist without the internet, created a holiday toy catalog

filled with QR codes and sent physical copies to many customers in November 2018 after Toys R Us went out of business. (The online PDF version had links to the Amazon website.) Amazon is continuing to produce new versions annually.

Part of what is driving the move from digital back to print is as simple as getting burned out on all

things digital. When you've been surrounded by digital media your entire life, anything analog looks different and valuable.

For those who rely on advertising revenue, the facts about magazine ads versus digital ads are striking. MarketingProfs reports the following:

- » 92% of those 18-23 like reading print content more than digital content.

- » Direct-mail marketing has a response rate that is 37% higher than the response rate for email.

The combination of print and digital is a powerful one. It has even collected some names:

- » Phygital
- » Bricks and clicks
- » Clicks and mortar

A good magazine can do something newspapers have struggled with: making money from advertisers because subscribers will read the ads in them while they are browsing through the articles. The resulting ROI is a powerful persuader for supporting print as well as digital media.

The synergy between articles and ads only works, of course, when the content is worth reading and when the content is in balance with the ads. But even if Amazon and Google have decided to make use of print and direct mail, despite being the giants of digital media, smaller companies should certainly take note. 🐟

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The beauty of print is also in the fact that once something is published, it cannot be edited or modified, so everything has to be perfect. Furthermore, knowledge is positioning itself as the new form of 'cultural currency,' allowing people to be associated with something they desire.

Arby Li

Editor-in-chief, HYPEBEAST

Airbnb, Asos, Facebook, Google and Uber have all created magazines that allow them to reach their employees and customers more effectively.



com·mu·ni·cate

verb

1. to share or exchange information, news or ideas.

Wondering how to communicate with your members during these times?

Download and read our newest publication.

A printed publication is a great way for associations to exhibit all the benefits of membership — job postings and networking, education and training, support from lobbyists and legal experts, along with valuable professional insight — that readers will recognize.



Why Print Matters

PRINT VS DIGITAL: Difference in Human Response

Comparative analysis of the difference in human response to physical/digital media and its subsequent effect in the consumer buying process and purchase intent.



PRINT EXPERIENCE IS UNINTERRUPTED

With print, you do not have to worry about **annoying pop-ups** and push notifications that interrupt your flow.



People **multitask less** when they read print in comparison to online reading.





There is no ad blocking issue with print.



25.2% of all U.S. internet users used ad blockers to block ads on their devices in 2018.

This number is expected to reach **27.5%** in 2020.

THE VALUE OF PRINT FOR Visual/Brand Centric Industries and Specific Segments

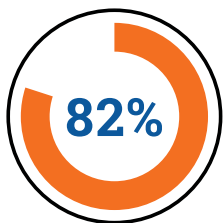
Print **works better** for products and services with longer **consideration** times.



41% of all Americans **over 65** are not internet users, meaning that they do not go online at all.

CONSUMERS TRUST PRINT ADS

Print is the most trusted advertising channel today.



of people who want to make a purchase trust print ads the most.

39%

of customers first try a business because of print.

10%

more customers will visit an advertiser's website due to an effective print ad.



40%

of all American adults look forward to checking their mail.



70-80%

of them open almost all of their mail.

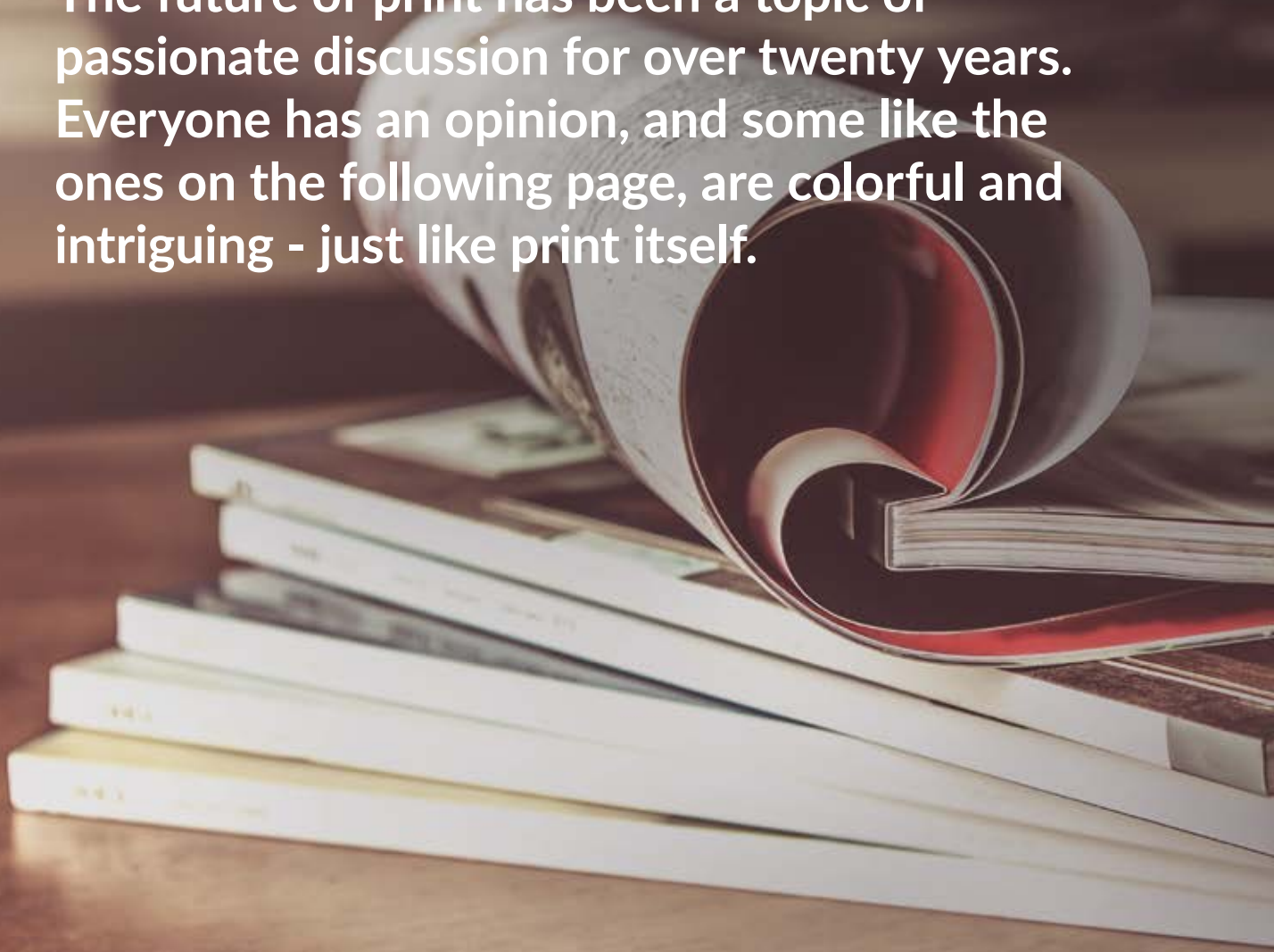


79%

immediately act on the mail they receive.

The Future of Print

The future of print has been a topic of passionate discussion for over twenty years. Everyone has an opinion, and some like the ones on the following page, are colorful and intriguing - just like print itself.



The state of magazines by the industry's editors.

“

The best **magazines** live on **coffee tables** and are **statements of identity** when you come into someone's home; they are **held by fans** walking down the street, the magazine or its tote bag, **symbols of identity** and belonging.

Jefferson Hack

Founder, Dazed, AnOther and NOWNESS

“

Print is **more than** just a tangible product. It is a **noun, adjective, and a verb** that embodies a massive industry consisting of editors, writers, photographers, advertisers, readers, designers, influencers, and more. It's a **membership** with a list that seems to **grow every day**, much like the number of **independent print magazines** that continue to **pop up** across the globe.

Juergen Teller

Fashion Photographer

“

Digital content is like **beer, Coke and sparkling wine**, which you drink on **everyday occasions** or at cocktails with a big crowd. You can have these parties often. But when you **sit down** for a formal and **exclusive dinner** with a select group of people, you want a glass of **fine wine** that you savor slowly. And that glass of fine wine is the **print magazine**.

Angelica Cheung

Editor-in-chief, Vogue China

“

I think **both print and digital** can be great in their own way, but if I had to **compare** them, it would be like comparing a **real kiss** with a **virtual one**. We all know which **one is better**.'

Chris Vidal Tenomaa

Editor in chief and Creative Director, SSAW



The Data You Share on Social Platforms

Who Owns It?

By Daniel Burrus

The emergence of social media, dating back to the early 2000s, is revolutionary on so many levels. It is constantly evolving in its practical usage, as seen during the coronavirus pandemic of 2020, and in the many niche branches that have emerged for both entertainment and business usage, such as Snapchat and Instagram.

A hotly debated niche branch that has recently captivated many individuals' free time and caught nationwide negative press is TikTok—a Chinese-founded video app that allows users to perform viral dances to clips of music. While, much like Snapchat and the late Vine, businesses saw new marketing and branding opportunities in the popularity of the app, the United States government saw a huge red flag.

Being that it was founded by a Chinese firm, government officials, fear that the app is collating data from its users and have actually put into motion an order to shut it down nationwide.

This event yet again raised a topic I have discussed since the mid-1980s: In this digital world, who actually owns our data?

WHO IS LISTENING?

Those who avoid social media for personal or professional reasons often believe they are immune to this virtual data confiscation; however, if you have a smart device in your life, your data is just as accessible as an individual dancing for their TikTok audience.

Take, for example, several news reports about how the Google app on your smartphone can listen to your television set while it is on, allowing Google advertisers to identify what you are watching to leverage it for targeted advertising, based on your real-time viewing habits.

Outside of social media and digital entertainment, many cars on the road today have a type of “black box” in them with the capabilities of reporting your driving habits to insurance agencies, which are moving to a sliding scale of auto insurance premiums based on your real-time risk on the road. But, much like our other examples, who owns that data? The insurance company? The auto manufacturer? The driver?

As you can see, there's a lot of data being collected, and it's not just by the NSA. It's by an

increasing list of companies that are starting to realize they can monitor everything we do and provide personalized customer service and new benefits in real time.

WHAT EXACTLY IS “YOUR DATA?”

Now is the time to think about it. Who should own your data? This is a vital topic with many predictable problems we need to start solving today, before they wreak havoc on us tomorrow.

If you sign up for an app like TikTok, you likely agree to terms and conditions at one point or another. This is your consent to allow a social media app like TikTok to access your personal information; however, in many cases, the information they harvest is merely what you populate the app with.

So, the short answer to who owns your data is the app or social media platform, if outlined in their terms and conditions. But, is the only way to take control of your data by having an avoidance relationship with social media? As mentioned in the new car example, avoidance will not work. The smarter devices on the market become, the more naturally vulnerable we are to losing personal control of the data we supply.

The key here is understanding that we supply the data they have access to. If understanding how our data is handled in this ever-expanding digital age is important, where do we start?

NEW OPPORTUNITY IN A NEW FRONTIER

The Hard Trend, or future certainty, in all of this is that the rate of technological change will only continue to increase; therefore, our only “defense” is to educate ourselves.

- » Start by using trusted online services that outline that they will not sell your information to third-party vendors.
- » When it comes to entertainment-based technology, such as social media, limit sensitive data you do not wish to share. In many cases, you must, at the very minimum, use your name and email address, but that is about it. You are smarter than the machine; use critical thinking when navigating this digital frontier.

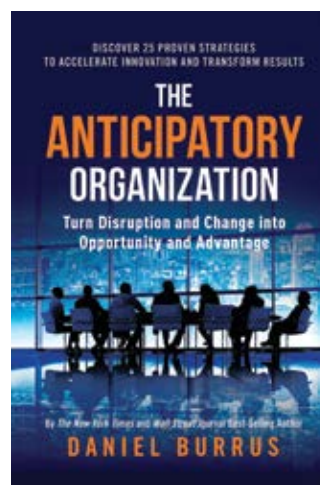
So, in short, while the data you input may be owned by several others, you still control your data and where you input it. Be cognizant of how much you share with the world, and if you step outside of those boundaries, understanding where it goes is half the battle. 🐟



Daniel Burrus is considered one of the world's leading futurist speakers on global trends and disruptive innovation. The New York Times has referred to him as one of the top three business gurus in highest demand as a speaker.

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AP Stylebook Tips

What in the world is the AP Stylebook?



AP Stylebook, also known by its full name The Associated Press Stylebook and Briefing on Media Law, is an English grammar style and usage guide created by American journalists working for or connected with the Associated Press.



ur clients often hear us say that “we’re having our proofer” review content. What does that mean, exactly? Well, we review (code for read) all content for spelling, grammar, style and plagiarism.

The first three sound okay, but plagiarism? Really? Yes, liberally borrowing free-range text on the internet is in fact, plagiarism. Just because it doesn’t seem to have an author, doesn’t mean it’s up for grabs.

As all good publishers should, we do have E&O coverage which extends to our clients that specifically addresses liberal borrowing of text, but we do need to do our due diligence, which means

running the text through a plagiarism program and making some prudent decisions on context of any flagged text.

When it comes to spelling, grammar and style, we proof content to AP Stylebook. Why choose AP over the Chicago Manual of Style? The Associated Press Stylebook (AP Stylebook) and The Chicago Manual of Style are two very different guides for two very different groups of people who make their living with the written word – like us and for our content-driven clients.

The Chicago Manual of Style is by far the larger reference work, with over 950 pages. The AP Stylebook has just 330 pages.

The information contained in each has a small crossover aspect; but, in general, each is a specialized reference work for its intended profession.

The Chicago Manual of Style is the guide for authors, editors, and publishers of books, periodicals, and journals. The AP Stylebook is the prime reference for those in the news and public relations fields.

So, since we're primarily publishing magazines, should we lean towards Chicago? We could. But, the AP Stylebook concerns itself with a much smaller group of writers: those who produce newspaper or magazine copy and the writers concerned with public relations and informational news releases.

With that in mind, here's the AP Stylebook's take on our current-event reality, which has taken on a language of its own:

distance learning (n., adj.)

Schools are turning to distance learning.

He is taking a distance learning class.

home schooling (n.) home-schooler (n.) home-school (v.) home-schooled (adj.)

Note the hyphenation

videoconference, videoconferencing; video chat

Similar styling applies with
teleconference, teleconferencing

doxing (v)

The malicious publication of information such as home addresses, phone numbers and email addresses.

isolation, self-isolation, quarantine

In common usage during the pandemic, the terms isolation and quarantine generally are being used interchangeably.

The CDC makes this distinction:

Isolation is separating sick people from healthy people to prevent the spread of disease. For example, people believed to have COVID-19 or to have been exposed to the coronavirus are put in isolation in hospitals or are asked to practice self-isolation. Quarantine separates and restricts the movement of people who were exposed to a contagious disease to see if they become sick. Webster's New World College Dictionary includes a broader use among its definitions of quarantine: any isolation or restriction on travel or passage imposed to keep contagious diseases, etc. from spreading.

We realize that not everyone gets as excited over words and their usage as we do. Yes, we geek-out over words, some of us here, more than others. Our goal is to have the association magazines we publish be worthy of the time our clients' members spend reading them (which is about 47 minutes per magazine) and be worthy of the social media shares that our magazine websites encourage.

With the current state of affairs, our clients' magazines are one of the few tactile things many members see. Magazines tend to have the readership they deserve, so the quality of text and content is top of mind for us.



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