



## The Print Council Newsletter March 2007

Within the past few weeks, I am pleased to report that we have put together significant partnerships within the printing community that will have long term significance for The Print Council.

**Jim Mikol**, Executive Vice President of **Leo Burnett USA, Inc**, has agreed to become a member of the executive committee. Jim is one of the leading advocates of print in the world. His knowledge and advocacy of the role of print will be a tremendous asset to our work.

In addition, I have had preliminary meetings with the **Newspaper Association of America** and **Envelope Manufacturers Association** to discuss ways that The Print Council and their organizations can cooperate on research in the industry.

Current updates on Print Council research and “Why Print” brochure are as follows:

- ♦ *Clearinghouse of Market Research*

The cornerstone of The Print Council is the Clearinghouse of market research. This project will collect and analyze existing and verifiable data and research on the effectiveness of print. The information will be made available in different formats to Print Council members, print providers, and also to media specifiers with the goal of changing their buying habits of media.

As you know, the Clearinghouse will be housed at Rochester Institute of Technology and will have the active input of universities from around the country. I am pleased to report that Pat Sorce, RIT Administrative Chair School of Print Media, is in the final stages of hiring the managing editor of The Clearinghouse.

In addition, Joanne Vinyard is currently putting together a working group that will assist the new managing editor and will help direct and shape the content and information.

- ♦ *"Why Print" Direct Mail Piece*

The Print Council is in the process of developing a direct mail continuity piece based on the very successful "Why Print" brochure. Based on the ten reasons for print and with introductory and wrap-up postcards, the 6x9 pieces can be printed on different types of presses and can be mailed separately or placed together in an envelope with cover letters or company information slips.

♦ *"Why Print" Translated Into Foreign Languages and Digital*

Since the printing industry is globally based, The Print Council, with help from **Xerox** and **Kodak**, will be translating the brochure into Spanish, Portugese, French, and other languages.

In addition, the files are being "translated" into a digital print format by Xerox.

♦ *"Why Print" Ad Developed*

Do you have a need for an ad that supports print for your publication? PIA of MidAmerica requested that The Print Council create an ad for its print buyers guide based on the "Why Print" brochure. For more information, please contact Joanne Vinyard at [jvinyard@msn.com](mailto:jvinyard@msn.com)

♦ *Cal Poly Studies Underway*

Harvey Levenson, Graphic Communications Department Head at Cal Poly State, is conducting research with the help of seven seniors into the printing industry and its interaction with new media.

The Print Council looks forward to the research findings this Summer and also the future articles based on the data.

♦ *Primir Magazine Study Released*

*Magazine Printing and Publishing 2006-2011* explores trends and market influences through 2011. For an overview, go to

<http://theprintcouncil.org/Research/MagazineStudyforthePrintCouncil.pdf>

As you can see, The Print Council continues to advocate the good news and value of print. Let us know how we can help and please send along your ideas. Thank you for your continued support.

With Best Regards,

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