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Don't Miss the "Super Survivor Idea Fair"

A "Super Survivor Idea Fair" will be part of the Community Papers of Florida (CPF) conference scheduled September 28-29 at the Hutchinson Island Marriott Resort & Marina near Stuart.

The winner will receive \$1,000, second place will receive \$750, and third place \$500.

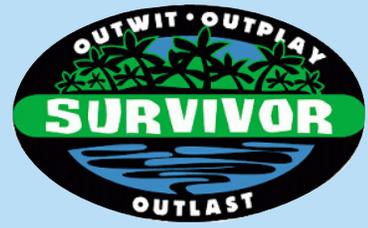
To be eligible to present your idea, *you must enter ahead of time!* Email the official entry form to: CPFDisplayAds@aol.com no later than **September 7th**. You will receive a reply email that your entry was received.

There are *only 12 presentation spots available*, so the first 12 correctly-completed entries will be accepted. Any additional entries may be accepted on a first-come, first-served basis, and presented at the conference if time permits. The official entry form is included in this newsletter and available on the CPF website.

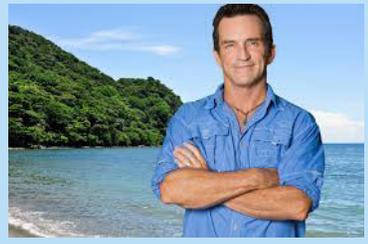
The idea must be fully developed before the entry is submitted. Handouts are required, and a copy of the handout must be submitted with your entry form. 40 copies of the handout must be brought to the conference for distribution at the end of the Super Survivor Idea Fair.

A minimum of 3 and a maximum of 7 SECRET questions and answers about your presentation must be submitted on the entry form. These Q&A's will be used to play the Survivor game, which will also have **CASH PRIZES** for the winning Survivor teams.

You've got a 1-in-12 shot of winning \$1,000, so what are you waiting for? That's better odds than on Survivor! So get your entry developed and submitted before the **September 7th deadline** to enter! 🎯



Could
YOU
use
\$1,000?



CPF's Board of Directors & Staff



President
Farris Robinson
Hometown News
South Daytona
386-322-5900
frobson@hometownnewsol.com



Vice President
Susan Griffin
OPC News
Ponte Vedra Beach
904-285-8831
susan@opcfla.com



Secretary & E.D.
Dave Neuharth
Community Papers of Florida
Bellevue
352-362-7350
DJNeuharth@aol.com



Treasurer
Justo Rey
The Islander News
Key Biscayne
954-802-9587
jrey@islandernews.com



Past President
Wendy Murray
Senior Life Magazine
North Ft. Myers
239-707-6722
seniorlifeofflee@aol.com



Director
Dan Autrey
Tampa Bay Newspapers
Seminole
727-397-5563
dautrey@tbnweekly.com



Director
Scott Blonde
Breeze Newspapers
Cape Coral
239-574-1110
sblonde@breezenewspapers.com



Director
Charlie Delatorre
Tower Publications
Gainesville
352-372-5468
charlie@towerpublications.com



Admin. Asst.
Barbara Holmes
Community Papers of Florida
Bellevue
352-237-3409
CPFDisplayAds@aol.com



Mission Statement: To support the success and growth of our members and the community paper industry.



Member Benefits

Your CPF membership provides a multitude of benefits and services that are paid for by the CPF classified network. If you haven't already, you'll want to take advantage of some of the following benefits:

- Audits provided by Circulation Verification Council (CVC).
- Annual Convention.
- A flat fee of \$59.50 per room per night (which includes the hotel room, lunch, dinner, training sessions, and entertainment) for classified network members, according to the 2018 Board of Directors' established attendance guidelines. Current guidelines are: **For publications that SELL network classified ads:** Up to 100K circulation, 2 rooms (with 2 persons per room, for a total of 4 attendees); 101-300K, 3 rooms (with a total of 6 attendees); 301-500K, 5 rooms (with a total of 10 attendees); and 501-750K, 6 rooms (with a total of 12 attendees). **For publications that only PLACE (but do not SELL) network classified ads:** Up to 100K circulation, 1 room (with 2 persons, for a total of 2 attendees); 101-300K, 2 rooms (with 2 persons per room, for a total of 4 attendees); 301-500K, 4 rooms (with a total of 8 attendees); and 501-750K, 5 rooms (with a total of 10 attendees). **For publications that DO NOT SELL and DO NOT PLACE network classified ads:** All attendance costs (hotel, meals and entertainment) are paid in full by the publication.
- Convention Idea Fairs. Earn cash awards. Share ideas. Fantastic opportunities to take home revenue-generating ideas.
- Annual CPF "Awards for Excellence" contest to honor our editorial and graphic service personnel.

- Nationally-recognized convention speakers.
- An opportunity to earn money through CPF's classified network.
- Quarterly CPF newsletters.
- AFCP's Free Paper INK. No cost to members.
- Training seminars provided. No cost.
- A successful tax lobby effort, still working for you.
- The Saturation Mailers Coalition, fighting for a positive postal rate, pricing, operation and service environment that benefits free paper publishers that mail.
- Defending our industry against the assaults of government and others that may choose to consider us as second-class citizens.
- Helping publishers in CPF gain their market share of revenue and protecting their interests.
- Promoting the free paper industry. CPF has budgeted funds to promote our industry to our readers and our outstanding value to both advertisers and consumers.
- A great opportunity to work together as a team to make Florida a better place to live!
- The CPF Website with CPF news, including classifieds for the following week; advertising information; links to Member publications and state, regional and national free paper organizations; photos from past conferences; and a list of Member Publications (with audited circulation figures). Visit: www.communitypapersofflora.com



The President's Message

Don't miss top training sessions! Register by August 24th!

– Farris Robinson

Get ready for one of the top training sessions available in the free community papers industry!

That's what you'll get if you put September 28-29 on your calendar for the annual Community Papers of Florida (CPF) conference at the beautiful Hutchinson Island Marriott Beach Resort & Marina at Stuart.

Whether your focus is on print advertising or digital, you will find great speakers to update, inform and inspire you. This conference will be a great investment for publishers, managers and sales teams to attend.

Elaine Buckley, a veteran sales professional for over 35 years, formerly with Harte-Hanks Shoppers PennySaverUSA.com, is now the Vice President of Sales and Marketing for Ocean Media Solutions, publishers of My Living Magazine in southeast Florida. With the blessing of Ocean Media President Glen Fetzner, she has volunteered to speak at our conference.

Before she moved to Florida, Elaine presented sessions at multiple other free paper groups. She was in great demand as a speaker and paid well for her services. We are fortunate to have Elaine join us and add some spark to our conference. (See related article in this newsletter.) She will provide sessions on print products.

Elaine will be joined by Anna Vasquez, who will provide a session for display reps on using the telephone to help sell ads. Anna is a familiar face to CPF. She was with Hometown News for many years and one of the top classified network sellers for the association.

On the digital side, Clarissa Williams will be on hand to provide us with valuable information.

Clarissa works with American Hometown Publishing as a media executive. As its chief operating officer, Clarissa works with American Hometown Publishing's (AHP) newspapers on strategy and operations, and heads the digital advertising structure and operations. (See related article in this newsletter.)

With the talent we have for training at this conference, you might think it will cost you big bucks to have your team members attend.

Despite the revenue drop that the association has experienced, CPF is once again going to pick up the lion's share of the costs for those attending. There will continue to be limits on the number of attendees from each member that the association will pay for, but you may still bring additional staff members at your own expense. Those limits are further explained on the registration form in this newsletter.

The highlight of the conference will be the annual "Awards for Excellence" banquet where we honor our talented graphic and editorial personnel.

We look forward to meeting with you and sharing revenue ideas at the annual conference.

Place September 28-29 on your calendar, but register now! *The hotel registration deadline is August 24th!* 📌

We're wishing a warm welcome to CPF's newest Associate Member:
Affinity Group Underwriters



Conference Update

Meet the Presenters!

Print, phone or digital, we've got you covered.



Elaine Buckley

Considered one of the top trainers in the print industry, Elaine Buckley is on the agenda for the Community Papers of Florida annual conference September 28-29.

Buckley recently relocated to Florida to serve as Vice President of Sales and Marketing for Ocean Media Solutions, publishers of My Living Magazines on the Treasure Coast, where they are currently experiencing more than 25% revenue growth. As a new Florida resident, she plans to be more active with CPF.

A 39-year community papers sales veteran, she previously served with Harte-Hanks Penny-SaverUSA.com in Southern California as the Vice President of Territory Sales. She was responsible for seven sales managers and over 100 outside sales reps in a footprint of approximately nine million circulation.

Buckley is considered one of the top sales trainers in the free paper industry, providing training seminars for the Association of Free Community Papers (AFCP). She is a long-time
Continued on page 8



Anna Vasquez

Using the phone properly is a priority for the sales reps who sell display advertising.

Some great tips are headed your way if you attend the annual CPF conference on September 28-29.

Anna Vasquez, a regional sales manager at Ocean Media on the Treasure Coast, will take the podium as a guest speaker during Elaine Buckley's TLI session to offer her expertise on the subject.

Vasquez spent years at Hometown News as a sales representative. Her knowledge of phone skills made her one of the top network classified reps for CPF and other free paper associations.

She won numerous sales contests in national, regional and state associations. She served as a Rising Star for the Association of Free Community Papers (AFCP).

She earned her Human Services and Counseling degree at Indian River State College in Florida.

In her spare time, she enjoys going to theme parks and concerts, fishing, camping, playing tennis, golf and going to the beach. 🏏



Clarissa Williams

Clarissa Williams will be on stage to provide digital training sessions at the Community Papers of Florida conference September 28-29.

Williams' career as a media executive spans more than 25 years. As chief operating officer of American Hometown Publishing (AHP), Clarissa works with its newspapers on strategy and operations and heads the digital advertising structure and operations.

She developed and launched HDS, Hometown Digital Solutions, AHP's complete digital and marketing agency.

Previously, she was president and publisher of SJR Media Group (Illinois), group publisher of GateHouse Media Delaware, and she also worked in a variety of leadership positions with Halifax Media Group (Florida), Landmark Community Newspapers Inc., CNHI and American Publishing.

Williams has spoken at national newspaper conventions and has served on a variety of state press association boards, including the Com-
Continued on page 8



Conference & Hotel Registration Form

Sept. 28-29, 2018 at the Hutchinson Island Marriott Beach Resort & Marina

Complete & fax to 352-347-3384

Conference Registration

Company: _____
 Contact Person: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____
 Email: _____

Please print your name/title as you'd like it to appear on your name badge.

NAME: _____
 Title: _____
 Email: _____
 Number of guests you will be bringing: _____
 Management _____ Sales _____ Graphics _____

NAME: _____
 Title: _____
 Email: _____
 Number of guests you will be bringing: _____
 Management _____ Sales _____ Graphics _____

NAME: _____
 Title: _____
 Email: _____
 Number of guests you will be bringing: _____
 Management _____ Sales _____ Graphics _____

NAME: _____
 Title: _____
 Email: _____
 Number of guests you will be bringing: _____
 Management _____ Sales _____ Graphics _____

The Investment Level Required to Attend

Members Participating in the CPF Classified Network:

- All but \$59.50 of the room cost per night will be deducted from your bill in accordance with the following guidelines:
 - ~ For member publications that SELL network classified ads: Up to 100K circulation (that publishes the network classified ads), 2 rooms (with two persons per room, for a total of 4 attendees); 101-300K, 3 rooms (6 attendees); 301-500K, 5 rooms (10 attendees); and 501-750K, 6 rooms (12 attendees). There is a fee of \$59.50 per room per night for up to two nights to cover the room, food, receptions, training and entertainment.

- ~ For member publications that DO NOT SELL network classified ads BUT ONLY PLACE the ads: Up to 100K circulation (that publishes the network classified ads), 1 room (with two persons, for a total of 2 attendees); 101-300K, 2 rooms (4 attendees); 301-500K, 4 rooms (8 attendees); and 501-750K, 5 rooms (10 attendees). There is a fee of \$59.50 per room per night for up to two nights to cover the room, food, receptions, training and entertainment.

- CPF will pay for your rooms in accordance with the established 2018 guidelines (above) for TWO NIGHTS ONLY (either Thursday & Friday OR Friday & Saturday). If you wish to stay an additional night, you may do so at your own expense.

- A credit card is required to make your reservation.** It will be charged the \$59.50 per room per night fee on or after August 27, 2018.

- Member publications may continue to send as many members as they wish to the conference, but they will be charged the FULL COST of attendance for each member that exceeds the guidelines. *Note: Guests (including children) attending with a member are counted in the above totals.*

- Publications may make credit-card-secured reservations through July 31, 2018. After that, room reservations will be accepted on a first-come, first-serve basis until the allocated rooms are filled. Once the room block is full, all late registrations must pay the full cost for their own hotel rooms.

- The absolute cutoff date for hotel registrations is August 24, 2018.**

Associate Members & Members Not Running the CPF Network Ads:

- All costs associated with attending the conference, including a \$60 registration fee, all hotel room charges and meals, are your responsibility.

- A credit card is required to make your reservation.** It will be charged the full cost of any hotel rooms (\$119 plus tax per night) on or after August 27, 2018, and the full cost of meals for each attendee on or after September 10, 2018. The meal cost has not yet been determined; but traditionally it is approximately \$30 per breakfast, \$50 per lunch, and \$75 per dinner or reception.

Hotel Registration ~ Payment Section

Credit Card # _____
 Expiration Date: _____ Code: _____
 Type: MasterCard _____ VISA _____
 Name on Card: _____
 Billing Address: _____
 City, State, Zip: _____

I understand that I am responsible for \$59.50 per room per night plus all charges made to my room. I also understand that in the event I do not show up at conference or cancel my room reservation by calling CPF at 352-237-3409 no later than September 24, my signature below authorizes CPF and/or the Hutchinson Island Marriott Beach Resort & Marina to charge the full cost of my room to my credit card.

Signature: _____ Date: _____

Hotel Registration ~ Please complete one per room:

ROOM IN NAME OF: _____
 Check in Date: _____ Check Out Date: _____

Special dietary or access needs: _____

If two or more conference attendees are rooming together, list roommate(s) here: _____

ROOM IN NAME OF: _____

Check in Date: _____ Check Out Date: _____

Special dietary or access needs: _____

If two or more conference attendees are rooming together, list roommate(s) here: _____

ROOM IN NAME OF: _____

Check in Date: _____ Check Out Date: _____

Special dietary or access needs: _____

If two or more conference attendees are rooming together, list roommate(s) here: _____

Super



Idea Fair Entry Form

Name of Entrant(s): _____

Publication: _____

Detailed Description of Your Idea (MUST include a copy of your handout): _____

Please provide at least 3 (and up to 7) questions and answers based upon your presentation to be used for the "Survivor" game.

Question 1: _____

Answer 1: _____

Question 2: _____

Answer 2: _____

Question 3: _____

Answer 3: _____

Question 4: _____

Answer 4: _____

Question 5: _____

Answer 5: _____

Question 6: _____

Answer 6: _____

Question 7: _____

Answer 7: _____

***Email the completed entry form to Barbara Holmes at CPFDisplayAds@aol.com by September 7th!
Bring 40 copies of your handouts to the conference in a sealed envelope. Give them to Barbara Holmes at check-in!***

Announcements



Changes Are Happening at CPF Member Publications

Osceola News-Gazette and Sun Coast Media Group Sold

Fast-growing local media company American Hometown Publishing Inc. (AHP) has acquired the Osceola News-Gazette newspaper, based in Kissimmee, Fla., from Lakeway Publishers Inc.

“We continue to focus on acquiring free-distribution hyperlocal news products in fast-growing destination markets and the Osceola News-Gazette is an ideal addition to our portfolio,” said AHP CEO Brad Dennison. “We see a wonderful opportunity to build engaging print and digital products, and a large audience in central Florida.”

Kissimmee, Fla., is situated just minutes from Disney World, and Osceola County has exploded from about 25,000 residents in 1970 to more than 325,000 today. The Osceola News-Gazette publishes twice weekly and is carrier-delivered to about 40,000 households that request the publication.

“We’re ecstatic to be joining American Hometown Publishing,” said Osceola News-Gazette Publisher and media veteran Tom Overton. “It’s a company that specializes in operating free print and digital content products in fast-growing markets, and our readers and advertisers are in for exciting new twists.”

Since October 2017, AHP has acquired three media properties and launched an innovative hyperlocal news product in Nashville called Rover (www.rovertoday.com). In addition to its Florida holdings—which also include The Islander News in Key Biscayne, near Miami—American Hometown Publishing owns and operates community newspapers, websites and magazines in North Carolina, Tennessee, Virginia and Oklahoma. AHP also operates a digital marketing services business called Hometown Digital Solutions.

Brokerage firm Cribb, Greene & Cope represented the seller.



Adams Publishing Group (APG) has purchased Sun Coast Media Group (SCMG), based in Venice, Florida, including SCMG’s publications located on the west coast of Florida.

Sun Coast Media Group newspapers to be included in the sale are The Venice Gondolier, The Arcadian, The West Villages Sun, The Englewood Sun, The North Port Sun, The Charlotte Sun and The Charlotte Sun Times.

Sun Coast Media Group is a family-and-

employee-owned company founded by Derek Dunn-Rankin in 1976. Derek left a senior position at Landmark Communications at age 50 to buy the Venice Gondolier, a weekly at the time, and built a successful, award-winning company – including being a Pulitzer Prize finalist in 2005 and winner in 2016 – with more than 300 employees.

EO David Dunn-Rankin announced the sale to employees by saying, “After 42 years of family ownership, the Dunn-Rankin family has regretfully decided that the time has come to entrust Sun Coast Media Group to another family.

“Since the loss of our dad two years ago, we have realized that several members of our family have financial needs that can only be met if the company is sold. So, it is with genuine sadness that we made that difficult decision.”

APG principal Stephen Adams said, “We are extremely excited to have the Sun Coast Media Group and its associates join the Adams Publishing Group family. The SCMG newspapers are located in one of the great newspaper markets in the United States, with a solid employee group we are eager to welcome aboard our team.”

APG Executive Vice President Gregg Jones added, “I’ve known the Dunn-Rankin family a
Continued on page 8



Osceola News-Gazette and Sun Coast Media Group Sold

Continued from page 7

long time. Because they are wonderful friends, I know they are going to miss greatly the newspapers they are selling. I join the Adams family in being grateful to, and honored that, David and his siblings would choose APG as their successor in those communities and trust it to nurture and continue the outstanding legacy of solid community journalism and stewardship maintained by the Dunn-Rankins for more than 40 years. It's a wonderful fit for both families."

In a related transaction, David Dunn-Rankin is purchasing the daily Highlands News Sun and Polk County newspapers from Sun Coast Media Group, along with the Florida-based concerts business SunEvents.com.

This will be APG's first newspaper acquisition in Florida and will continue community-oriented family ownership for the SCMG newspapers. The only other family-owned newspapers remaining in Florida are the Key West Citizen and the Villages Daily Sun.

Adams Publishing Group (APG) describes itself as "first and foremost a family-owned community newspaper company, which is driven to provide high quality products and services that make a positive difference in the lives of its constituents, which are, in prioritized order: its readers, customers/advertisers, communities, Associates (employees) and its shareholders."

Other Adams family enterprises include outdoor advertising (billboards), radio, wine, Camping World/Good Sam (recreational vehicles) and significant philanthropic endeavors.

Cribb, Greene and Cope represented Sun Coast Media Group in this transaction. Terms of the transaction were not disclosed. 

Meet the Presenters: Elaine Buckley

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instructor for AFCP's The Leadership Institute (TLI).

She has collected material from her senior sales reps, added material from her own experiences over the years, and put together a comprehensive, classroom style sales training program for new trainees.

Buckley has served on the AFCP board of directors and on its board membership committee. For her service to AFCP, she was the recipient of the annual Distinguished Service Award in 2015.

Buckley is one of ten siblings, giving rise to her strong competitive spirit. This spirit carries over to one of her pastimes, playing poker. She has entered and won poker competitions in casinos.

Her greatest joy is watching her grandson, Zackary, race cars. 

Meet the Presenters: Clarissa Williams

Continued from page 4

community Papers of Florida. She's also been involved in community organizations like Habitat for Humanity, women's groups and churches.

She has pioneered numerous digital changes in the media landscape. She is known for helping thousands of businesses with solid growth strategies, assisting them in achieving a dominant place in their marketplace. Her audience loves her authentic examples, as she recalls real-life memories and experiences that inspire innovation and bright ideas for today's business owner. She is committed to being a steward of entrepreneurship, thinking and sharing.

HDS offers programmatic advertising (SEO, Search Display-SEM, Geo Fencing, IP Targeting, Video, Search, Email Marketing), social media profile creation and management, presence building / list services, reputation management, website design, branding, logo creation, device ID targeting and many more options. 



Sales Training

Don't Waste Your Budget on Teaser Ads

— John Foust

I ran across something in my Bad Ads file which reminded me of ads I see every now and then. It was about an eighth of a page, with big bold type: “Big news coming to Main Street.” That’s it. No details. Just “Big news coming to Main Street.”

This is known as a teaser ad. Although it was attempting to create curiosity, I’ll bet it generated little more than a collective “ho hum” from readers.

Teaser ads usually have mysterious headlines like, “Exciting new product coming soon” or “You wouldn’t believe what we have in store.” But these headlines are rarely accompanied by copy that reveals what the fuss is all about. That’s why I think teaser ads are a waste of money.

Here are some points to keep in mind:

1. **Most teaser ads are ego driven.** There is a strong “made you look” element. Unfortunately, some advertisers measure the effectiveness of their advertising by the number of positive comments they hear. In the case of teaser ads, those positive comments come from family and friends – the people who actually know details about the Big Event.

2. **Most merchants want immediate response from their advertising.** Teaser ads can’t do that. Instead of asking readers to take action, they ask readers to wait. Teaser ads sell hype, not benefits.

3. **Readers are rarely as excited about a coming attraction as the advertiser.** Big news to an advertiser is not always big news to consumers. It is human nature for readers to care more about what is happening in their own world than anywhere else. That’s why the best ads dramatize ways the product or service can save money or improve the quality of the consumer’s life.

4. **Readers are frustrated by advertisers who withhold information.** Newspapers and their digital counterparts are sources of information. That’s where people turn for in-depth coverage of news and sports. In the reader’s mind, holding back information – even in advertising – is not fair. It doesn’t fit the general purpose of a news outlet.

5. **The arrival of the Big Event often doesn’t live up to the build-up.** When that happens, readers become suspicious of that advertiser’s future promotions. And the advertiser loses credibility.

6. **Cleverness vs. creativity.** Cleverness calls attention to itself and results in advertising gim-

micks. Creativity calls attention to the product and results in sales.

7. **There’s a big difference between a curiosity headline and a curiosity ad.** A curiosity headline is designed to make consumers want to read the rest of the ad (which will provide them with information about a specific product or service). A curiosity ad leaves everything to the imagination. That’s not a good thing.

8. **Of course, there are exceptions.** If planned properly – and if backed by accurate market research – some teaser campaigns can be effective. Most of those successful campaigns build information in layers, over a specific period of time. However, in most cases, advertisers would be wise to avoid teasers and invest their efforts on ads that tell the whole story. 🎯

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