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Hear ye, hear ye!  is now



You read that right! The Community Papers of Florida (CPF) is now the Florida Media Association (FMA).

The change was recommended by the board of directors and approved by the General Membership at the recent conference in Stuart.

With membership and revenue at their lowest point in years, the board made the change to FMA to attract more members from the media. Print is not dead, but it has changed dramatically over the past several years. This change opens the doors for membership to digital products, advertising agencies, web companies and any other businesses involved in media services.

Please see The President's Message on page 3 for more information. 



Incoming President Justo Rey accepts the gavel from outgoing President Farris Robinson.



Super "Survivor" Idea Fair competitor Tracy Volz (Ocean Media) is ready to give her presentation.



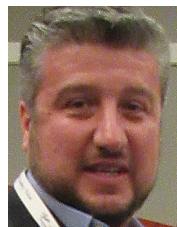
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Member Benefits

Your FMA (formerly CPF) membership provides benefits and services that are paid for by the FMA 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 FMA "Awards for Excellence" contest to honor our editorial and graphic service personnel.
- Nationally-recognized convention speakers.
- An opportunity to earn money through FMA's classified network.
- Quarterly FMA 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.
- Promoting the free paper industry. FMA 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 (soon to be a new FMA Website) with association news, including classifieds for the following week; advertising information; links to Member publications, associate members, 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

Mission Statement:

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



The President's Message

Conference Wrap Up

— Justo Rey

Can *Déjà vu* feel different? This feeling of familiarity, of having “already lived through” something is a welcome one; but at the same time, we hope at the end it feels different – heck, even *better*.

This is my second time being trusted with the Presidency of this organization which has been a part of my professional life for so long. I thank the Board of Directors and our members for putting their trust in my hands; it is an honor I do not take lightly. I’m excited about the opportunities and the new direction our Board has defined for your association. More on that in a bit.

For those of you who attended the annual Community Papers of Florida (CPF) conference in Stuart, we thank you. Thanks to the speakers – Elaine Buckley, Anna Vasquez and J.W. Owens – for their insightful sessions. We hope they provided you with a satisfying learning experience. The attendees were the recipients of some lively sessions and we thank you all for participating.

We also thank the 12 participants in the Idea Fair and congratulate the winners: first place winner Tracy Volz of Ocean Media Solutions, second place winner Mariella Oliva of Islander News, and the third place winning team of Kayla Evans, Lora Uber and Heather Donaldson from Hometown News. See the article and photos on page 6 for a full list of the participants.

Now on to our future. We know the challenges CPF, and other organizations like ours, have faced over the last two years. There’s no need to elaborate on them. To address this, outgoing President Farris Robinson led us in a long, lively and spirited Board meeting, challenging us with exploring what needed to be done in order to once again be the envy of other associations across the U.S. Florida has always been a leader in our industry and that remains our #1 goal; to lead and be the organization others look to emulate.

It is not a secret that our industry, in its past form, has gone through significant change. Just look around at the options advertisers have to market their product and our audiences have at their disposal. CHANGE. Driving constructive change was the focus of what your Board of Directors focused on during the marathon meeting. The outcome is an exciting one!

CPF has been replaced by FMA. **Florida Media Association.**

What does this mean to you, as present members of CPF and charter members of the Florida Media Association? Opportunities. Our goal is to expand the breadth of members who belong to our association, to give us, and incoming members, access to new ways of doing things, new technology we can learn from, alternate ways to solve problems, to expand our local audience and advertising base.

FMA will look for new members among web, digital, advertising agencies, radio and TV, social, and all the media businesses that have helped reshape our landscape in recent years.

We welcome our new Board members, Mike and Cristina Jones, Rene Brown, Glen Fetzner and Elaine Buckley. They all see the same opportunity the legacy Board members feel. These newbies have volunteered to help set a new, exciting and prosperous course for your Association. More on them inside this issue.

We go into 2019 with a long and aggressive “To-Do” list: to increase membership, increase benefits to our members, become more “social” and better communicators, to augment our revenue stream, and culminate in a larger, more diversified 2019 conference. As we succeed in adding benefits and changes, we will keep you, our membership, informed.

Thank you for supporting FMA and joining us in this exciting new phase. 🌀

Announcements



Nominating Committee Recommendations Confirmed

The nominating committee recommendations for the Florida Media Association (FMA) were confirmed by the general membership at their annual meeting held recently in Stuart.

The nominations included five new members to the board: Elaine Buckley and Glen Fetzner of Ocean Media Solutions, Mike and Cristina Jones of The Florida Mariner Magazine, and Renee Brown of Breeze Newspapers.

The board of directors is responsible for designating the association's officers.

Justo Rey was named the president of the Florida Media Association (FMA). He has served on the Community Papers of Florida (CPF) board of directors as

president, vice president and treasurer, and has chaired numerous events.

Rey has excelled in his career in the free paper industry. In 2016, he was honored with the Presidential Award for his service to the association. He now serves as the publisher of the Islander News in Key Biscayne.

Farris Robinson, president of Hometown News, was named vice president; Wendy Murray, publisher of Senior Life Magazine in North Fort Myers, was named secretary; and Glen Fetzner, the CEO of Ocean Media Solutions in Stuart, was named treasurer.

Dan Autrey (Tampa Bay Newspapers), Renee Brown, Elaine Buckley, Charlie Delatorre (Tower Publications), Susan Griffin (Ponte Vedra Recorder), Cristina Jones and Mike Jones will serve as directors.

The two-year terms were effective starting October 1. 



PRESIDENT
Justo Rey



VICE PRESIDENT
Farris Robinson



SECRETARY
Wendy Murray



TREASURER
Glen Fetzner
NEW



DIRECTOR
Dan Autrey



DIRECTOR
Renee Brown
NEW



DIRECTOR
Elaine Buckley
NEW



DIRECTOR
Charlie Delatorre



DIRECTOR
Susan Griffin



DIRECTOR
Cristina Jones
NEW



DIRECTOR
Michael Jones
NEW

We extend a warm welcome to FMA's newest Member:
Bill Guthrie of Florida NewsLine



Conference Recap

2018 "Awards for Excellence" Winners

Florida Mariner takes home Best of Show and 2 Judge's Choice Awards!

The Florida Mariner Magazine was named "Best of Show" in the 2018 "Awards for Excellence" competition at the recent annual conference in Stuart.

The Ponte Vedra Recorder took home the most awards with a total of 22, including a Judge's Choice award and nine first place plaques. Close behind was the Laker/Lutz News with 19 awards, including six for first place.

Hometown News won 17

awards including a Judge's Choice award and four for first place. Ocean Media Solutions received 16 awards including five for first place. The Observer News took home 11 awards including a Judge's Choice award and two first place plaques.

The Florida Mariner Magazine won 10 awards in addition to the Best of Show award, including two Judge's Choice awards and five first place honors. Tom L Publishing took home five awards and the Triangle News Leader won two.



Accepting their awards (clockwise from top left) are:
Florida Mariner;
Hometown News;
TomL Publishing;
& Ocean Media Solutions



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Best of Show

SCC WWII veteran awarded one of France's highest civilian and military honors

By MITCH THRAPAGN

SEVENTY-three years ago this month, San City Center resident Charles R. "Bud" Whittington helped to liberate the city of Saint-Denis-la-Mer, also known as Metz, in France during World War II. For his efforts, and those of the 77th Infantry Division under the 9th Infantry Division, he became one of the "Ten Men of Metz."

The 9th Infantry Division's offensive on Nov. 2, 1944, by Nov. 21, they held the fortifications that surrounded it. By Nov. 23, they became liberators. Nearly three quarters of a century later, the nation of France formally expressed their gratitude — and awarded one of their highest honors — to "Bud" Whittington, for his courage and his sacrifice in being among the Ten Men of Metz.

In September, at Fort Leavenworth, Kan., Col. Pierre (Olivier) Muth and French liaison officer at the Chateaufort Anne Center, presented Whittington with the Right of the French National Order of the Legion of Honour for his part in liberating Metz.

According to The Republic newspaper in Columbus, Ind., Muth said in a speech: "It was an honor and privilege to pay tribute to one of the Ten Men of Metz, whose bravery and determination helped to liberate the city of Metz, France, and the world."

Judge 1

Leroy Brant helped to integrate county's beaches

By Mike Winkoff

VERO BEACH — The Civil Rights Act of 1964 outlawed discrimination in the United States based on race, color, religion, sex, or national origin. Until passage of the Civil Rights Act, black people in Indian River County had to use a different beach than white people.

On July 2, 1964, Leroy H. Brant, Sr. and his family were watching the signing of the Civil Rights Act by President Lyndon Johnson. Mr. Brant, a math teacher at Gifford High School, turned to his wife and said: "Alberta, I'm going to take my boys to the beach."

But this day would be different. Mr. Brant told his wife "We aren't going to the Negro beach. We are going to Jaycee Beach."

Judge 2

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Judge 3

Dear legal readers,

As 2017 draws to a close, we'd like to thank you for your readership and continued support. This year we were able to bring you more Florida's best news stories than ever before.

Being a community member of the Florida Mariner Magazine is a great responsibility. Our staff works tirelessly to bring you the most up-to-date, accurate and important news from the state of Florida. We're proud to be a part of your community, and we're committed to providing you with the best news stories from the state of Florida.

But we couldn't do it without you. We thank you for your news tips, your feedback, your suggestions and most of all, your commitment to our community. It's our privilege to serve you.

We wish you a very Merry Christmas and a happy New Year filled with joy and happiness.

The Ponte Vedra Recorder
Stuart, Fla. 34954
Phone: 888-588-2464
Fax: 888-588-2464
Web: www.pontevedra.com

Judge 4

TheMariner.com
The Florida Mariner Magazine

Get Onboard

PRINT EDITION

Previously founded in 1984 in Venice, Florida, the Florida Mariner Magazine is a free bi-weekly publication distributed to households of business throughout the state of Florida.

DIGITAL EDITION

The current edition of every issue is available as an easy-to-read Digital Edition on our website www.thefloridamariner.com and on Issuu.com.

MOBILE APP

Our App is simple to use and allows the user to view our publication in the palm of their hand. In addition, they can access both our website and our app on their smartphone.

Our Free Florida Mariner app is available in the App Store and on Google Play!

Phone numbers on left are for: 941.488.9307
404.477.1111
Mariner Publications, LLC
PO Box 8070
North Port, FL 34280

Judge 5



Conference Recap

Super “Survivor” Idea Fair

Super Informative & Super Fun!

THE GAME



Six teams, randomly chosen and identified by their different colored “buffs” (bandanas), competed against each other for cash prizes by answering questions about the presentations.



The presenters, of course, were competing for the BIG cash prizes, so they had to make sure their presentations were memorable.



The orange team (Emel Rose, Cristy Jones, Amy Snow and Rick Keelan) beat out the other teams to win the “Survivor” game.

THE PARTICIPANTS

- 1 – Tracy Volz (Ocean Media Solutions)
“Let’s Eat” Dining Column
- 2 – Alan Nelson (Hometown News)
\$ Home Savings Guide \$
- 3 – Kayla Evans, Lora Uber & Heather Donaldson (Hometown News)
Three Month Holiday Promo
- 4 – Leala Dunn (Hometown News)
Reader’s Choice
- 5 – Rick Keelan (Hometown News)
City Pages
- 6 – Drew Caracciolo (Hometown News)
Hippo Roofing Partnership
- 7 – Candy Downs (Hometown News)
USSSA Women’s World Cup of Baseball Keepsake Edition
- 8 – Candy Downs (Hometown News)
Bundled Broker Page
- 9 – Denice Ball (Hometown News)
Know Your Market
- 10 – Dan Autrey (Tampa Bay Newspapers)
Make \$\$ With Monthlies
- 11 – Mariella Oliva (Islander News)
#TasteOfKeyBiscayne
- 12 – Mariella Oliva (Islander News)
Reminder Special Sections

THE WINNERS



First place winner Tracy Volz did a happy dance before accepting her \$1,000 check from outgoing President Farris Robinson (top left). Mariella Oliva is thrilled with her second place \$750 prize (top right). The third place winners – Kayla Evans, Lora Uber and Heather Donaldson – were not able to be at the banquet when the checks were presented, but were very happy to accept their \$500 bounty at work the following week.





Conference Recap

Candid Conference Photos

Our vendors are strong supporters of CPF / FMA and as such, are given a dedicated space to set up their wares and a dedicated time on the agenda. Introducing themselves in the opening session are:

1. Charlie Hencye (IPC)
2. Terrilyn Tevlin (NPC)
3. Renee Brown (Breeze Printing)
4. Randy Rolfe (The Villages Media Group)

5. Justo Rey led several sessions, including the Open Mic Publishers session, the digital session and the Super "Survivor" Idea Fair.

6. Both the "Breaking Barriers" keynote session by Elaine Buckley and the TLI phone sales session with Elaine & Anna Vasquez were packed. Copies of Elaine's Power-Point presentations are online in the members-only section of the website.

7. J.W. Owens led the CVC digital update session.

8. There was plenty of time to network and visit in between sessions.

9. The sessions were well attended.

10. J.W. Owens held a drawing for two \$500 gift certificates to the OK Corral Gun Club in Okeechobee. Mariella Oliva (pictured) won one, while Susie Mulholland (not present) won the other.





The “News Guru” Speaks

A Mighty Unusual Time

— Kevin Slimp

Have we ever experienced a time like this in the news business?

I’ve been noticing a couple of patterns lately, and I wonder if you have been, too.

More for fun than anything, and to keep up with as much as possible in the newspaper business, I created stateofnewspapers.com a few months back. A quick check at the unique visitor stats indicate many of you have been to the site.

To keep relevant content on the site, I try to spend a few hours each week researching the latest happenings related to newspapers, then share what I think is most interesting with visitors. I can’t include all the information I come across. I’d have to quit my “day job” to do that, but there is a lot going on in the newspaper world and sometimes it’s hard to understand why, as well as how, it is taking place simultaneously.

For instance, over the past few months several community papers across the country closed their doors. But at the same time, new newspapers have been popping up, often in the same towns where previous papers had just closed. It seems that most of the shuttered papers are part of large groups, while most of the new papers are independently owned.

Newspapers are closing and opening at the

same time. To those uneducated in the history of newspapers, that would seem mighty unusual.

Community papers aren’t the only ones on contrasting paths. College newspapers were making news over the past two or three years for shutting down their print editions, trimming

“As I research collegiate media, hardly a week goes by that I don’t find one or more editorials, sometimes even front page stories, in college newspapers about the importance of print journalism.”

staffs, and de-emphasizing their roles on campus. Yet over the past few months, there seems to be a renaissance in the collegiate press, with campus papers re-emphasizing the importance of the printed word.

As I research collegiate media, hardly a week

goes by that I don’t find one or more editorials, sometimes even front page stories, in college newspapers about the importance of print journalism.

Colleges and universities de-emphasizing print journalism and re-emphasizing it at the same time. That’s a head-scratcher, for sure.

If that’s not enough confusion for one day, how about the latest trend at schools of journalism across the U.S. It seems record numbers of entering freshmen (and grad students as well) are declaring journalism as their majors.

Reading a story on that subject just today in The Washington Post brought to mind all the students who have told me they were changing their majors to journalism over the past year or so. I ran into just such a student in downtown Knoxville just a few weeks ago. She was working behind the desk at the Knoxville Visitors Center and we began talking about her education. You guessed it. She had recently transferred to the University of Tennessee, where I sometimes teach, and had changed her major to journalism.

Then, there is my son’s best friend, Camruin. I like Camruin. He’s a nice guy and a great board game player, who majors in computer engineering at the University.

Continued on page x

The “News Guru” Speaks *Continued*

Continued from page x

I suppose I should have written “majored.” Yes, you guessed it. Camruin showed up at my home for a game of Risk recently with big news to share. He had changed his major to journalism.

Many might think Camruin’s game play isn’t the only risky move he is making, but his increased enthusiasm about school has been apparent since beginning his first semester as a journalism student in September.

At a time when many universities see journalism as archaic, students are flocking in record numbers to schools of journalism. It’s confusing to say the least.

Then, there’s my work. Many of you know I had planned to reduce my workload in the newspaper industry this year to focus on publishing books, something that is taking up a lot of my time. One of the factors that induced me to make that decision was the decreasing number of attendees at conventions and conferences over the past few years. Other speakers were telling me they just weren’t getting invites like they used to, and I was seeing fewer conferences bringing in outside experts to speak.

It just made sense to create a backup plan. Then a funny thing happened. My inbox began filling with requests to speak at conventions. In one six-day period in September, I accepted invitations to speak at five conventions. Apparently I just thought conventions were drifting away.

It seems unusual to me. Just when I’m beginning to believe conventions are becoming unim-



portant to newspapers, I start hearing from them – a lot of them – again. I’ve also seen an upswing in the number of requests I receive from community papers to provide on-site training and consulting. Again, it’s confusing.

There is more going on in our industry than I remember at any time in my 25 years as an “expert.” Sure, papers are closing. But we all knew groups couldn’t keep buying papers forever, cutting content, and expect to magically stick around.

At the same time, independent publishers are opening new papers. It’s too early to know how their fortunes will turn out, but I suppose that’s always been the case with newspapers.

Almost 19 years ago, we lived through Y2k. This year, we survived the tariff scare. It’s always something. I suppose that’s why we need journalists...and newspapers. 📰

Drawing Winners

It’s long been a tradition at CPF conferences to give attendees an opportunity to win prizes just for showing up to the sessions on time. Attendees receive a ticket prior to the start of each session, which is collected at the end of each session – so the more sessions attended, the better the chances to win.

This year’s winners included:

Trisha Drouillard
Ocean Media Solutions

Tom Loury
TomL Publishing

J.W. Owens
Ocean Media Solutions

Farris Robinson
Hometown News

Randy Rolfe
The Villages Media Group

Amy Snow
Ocean Media Solutions

Peter Webley
Caribbean Today

Congratulations to all of this year’s winners!



Sales Training

Going to a networking event?

— John Foust

A lot of newspapers encourage sales people to attend networking events. When one of these events pops up on your calendar, here are a few things to keep in mind:

1. Have realistic expectations. C-level executives and sales people go to different events. As a sales person, you probably won't meet many decision makers from your target companies. Frankly speaking, top ranked decision makers don't like to go to events where they will meet one sales person after another.

2. If possible, get a list of attendees (and/or their companies) in advance. This will allow you to develop a strategy. Whom should you meet? What would you like to learn in a brief conversation?

3. Don't expect to make a sale at the event. This is not the right place for a sales presentation. Your job is to circulate. Find key people you would like to meet, get to know them, and – if it's appropriate – ask if you should contact others at their company.

4. Act like a host. Keep the focus on others, not yourself. If you see someone standing alone, strike up a conversation and help them feel comfortable. If you know two people who could

benefit from knowing about each other's businesses, introduce them. And keep in mind that a good host never lingers in one place too long.

5. Prepare an elevator speech. Brevity is important, 30 seconds or less. Keep it simple and stay away from minutiae. Relate your point to what you know about the other person's business.

“Don't give a new contact
time to forget your
conversation.”


6. Listen more than you talk. Don't join the crowd of networkers who talk only about themselves. That's tedious and boring. When you are sincerely interested in what others are saying, they will enjoy your company. And they will be more likely to remember you.

7. Meet new people. Get out of your comfort zone and resist the temptation to spend your time around people you already know – people who aren't in position to send business in your

direction. The worst use of your time is to hang out with people from your office.

8. Keep it simple at the hors d'oeuvre table. People are on their feet at most networking events. Although that's not an ideal eating arrangement (do you eat standing up at home?), it's a good way to meet a number of people. The best host-like behavior is to be unencumbered as you move around the room, because it's not easy to shake hands while holding a plate filled with crab puffs and cantaloupe cubes in one hand and a glass in the other.

9. Understand business card basics. Exchange cards, then write notes about your conversations on the back of the cards you receive. This is especially important if you promise to provide information about your paper.

10. Follow up right away. Don't give a new contact time to forget your conversation. If you promise to send information – or if you run across an item of special interest – get back in touch as quickly as possible. Then stay in touch. 

(c) Copyright 2018 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: john@johnfoust.com