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## Where's Dave?

**Q**uietly and without fanfare or accolades, Dave Neuharth, the association's longtime leader, retired effective December 31, 2018.



While some of you may have only known Dave as the association's executive director, I have had the privilege of working alongside him for over 18 years. I have a profound respect for the man Charlie Delatorre recently referred to as "The Legend."

If you've ever wondered how Dave knows just about everything there is to know about publishing, I'm here to tell you it's because his roots run deep in the industry.

He started his publishing career in Grass Valley, California, as a photographer and sports reporter for The Union, a daily newspaper near Sacramento. He was later named its managing editor. While at The Union, his article about a gold mine cave-in earned him top honors from the California Press Association.

After The Union was purchased by Scripps League Newspapers, he accepted a position as editor of the Skagit Valley Herald in Mount Vernon, Washington, and later became publisher of several daily newspapers in Pennsylvania and West Virginia.

During his tenure with daily newspapers, he won various awards for reporting and design of publications. In 1978 he was named an Associated Press managing editor citation winner, and was invited to serve on the Pulitzer Prize committee.

In the early 1980s he relocated to Florida where he served as general manager and sales manager of the Bradenton Shopping Guide, and as editor and publisher of the

*Continued on page 2*

# Save the Date!

Florida Media Association  
Annual Conference

August 23-24, 2019

*Sipata*  
ST. PETE BEACH

Details coming soon!

# Adieu, Au Revoir, Adios, Farewell

*Wishing you all the best in retirement, Dave!*

– Barbara Holmes



*Continued from page 1*

Bonita Banner and Collier Shopping Guide. Later, he and his wife, Libby, purchased and operated the Antique Shoppe, a statewide publication devoted to the antique business in Florida. He later sold that publication to Bruce and Debra Causey.

In Florida, Dave became active with the Free Community Papers of Florida, the forerunner to the Community Papers of Florida, serving on its board of directors. He assumed the role of president of the association in 1990, and was named executive director in 1992.

When he took the helm in 1992 the Florida association was struggling financially. Working from his kitchen table, he created the Florida association's classified network which later grew

into one of the strongest in the industry.

In 1996 he was named CPF's representative to serve on the Association of Free Community Papers (AFCP) board of directors. In 1999 he was involved in the inception of the AFCP Industry Recognition Committee, which later became PaperChain. In 2000 he was asked to edit AFCP's Free Paper INK magazine.

Dave was instrumental in working toward having a joint CPF, AFCP and SAPA (Southeastern Advertising Publishers Association) conference at Daytona Beach in 2002, the first industry conference I had the privilege of attending. That conference set an attendance record for the free paper industry.

That's Dave's published pedigree. Here's a glimpse into the man you may not know.

As illustrated by his quiet, unannounced retirement, Dave is not one to seek the spotlight. He is content working behind the scenes to achieve his objectives.

He is a deep thinker. Oftentimes when I asked him a question, he did not respond. I would peer over the desk to see if he'd heard me and see him just sitting there, thinking, pondering all the possible outcomes before giving me an answer.

Dave deeply loves his wife of 34 years, Libby. You can see it in the pictures of them together. But to me, the most touching evidence is Libby's quilt room.

When Libby discovered quilting several years ago, she was hooked! As she learned more  
*Continued on page 3*



Jim Kendall presents Dave with AFCP's Distinguished Service Award.



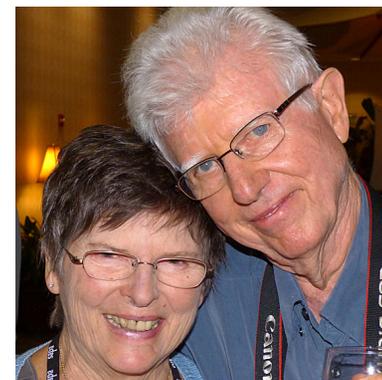
Douglas Fry presents Dave with SAPA's Herb Campbell Award.



Dave & Libby at the AFCP Louisville conference.



Dave & Libby at one of CPF's famous Kentucky Derby receptions.



Dave & Libby at a SAPA conference, his ubiquitous camera at the ready!

# Adieu, Au Revoir, Adios, Farewell *Continued*



*Continued from page 2*

and more about the craft, she gathered more and more fabric and equipment. She soon outgrew the spare bedroom that used to be Dave's home office, but which had long since become overrun with sewing machines and fabric.

So Dave scheduled a vacation, secretly hired a contractor and took Libby away for a few days. Upon their return, he presented her with "Libby's Quilt Room" – his former two-room garage and pool hall. Dave's once prized pool table is now a cutting table for Libby's quilt designs.

He loves to cook. I have very fond memories of the many Christmas parties he threw over the years, the invitations to which always said "bring nothing but the family." He would spend

days preparing the most delicious treats. My cookbook is stuffed with his recipes.

Dave loves to make people happy. One of the things he truly enjoyed was traveling to the different CPF member publications to personally hand-deliver checks to the reps who'd won the classified sales contests.

Perhaps it's a holdover from his Antique Shoppe days, but in his free time Dave loves going to yard sales and antique stores and bargain-hunting with Libby. Living so close to The Villages, a large retirement community, is a goldmine for such a hobby.

He's an animal lover with a long succession of four-legged friends. Mitzi the cat, along with Golden Retrievers Phoenix, Maggie, Cody and

now Casper, would all attest to that.

He's a wicked West Virginia fan. Enough said.

Dave graduated from Sierra College in Rocklin, California. He served seven years in the United States Navy, including four years in the Viet Nam war. Along life's path his family grew to include four children, seven grandchildren and four great-grandchildren.

I asked Dave for his thoughts on his retirement. He said, "What started as a part-time venture serving an association that was in debt turned into a successful enterprise. The classified network that started with little revenue later, during the good times, climbed to income of over \$3 million a year.

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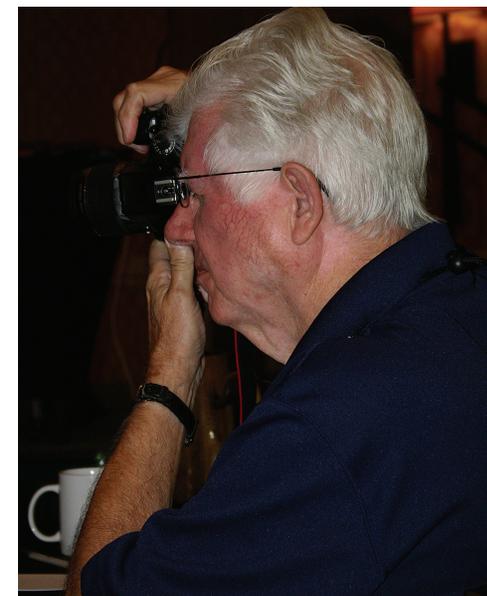
Dave loved to have a good time at the conferences! This one was taken at the Sirata in St. Pete Beach.



Once the work was done, it was time for fun. Richard Kitzmann could always be counted on for a good time.



Dave loved rewarding the reps who sold the network ads, and they loved seeing him come with checks.



Yep. There's the ubiquitous camera again. Dave was well known throughout the industry for his pictures.



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## Farewell *Continued*



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“With that kind of funding, the association’s board of directors provided benefits for our members that was unheard of in the free paper industry.

“Legal help, thousands of prize dollars dished out to the representatives who sold the network ads, CVC audits, scholarships and consulting services were all paid for by the association.

“The training and costs of the conferences were also paid. This included rooms for the attendees, the meals and beverages – it was all part of the benefits provided. These benefits have changed in recent years as revenue for classified ads has gone south.

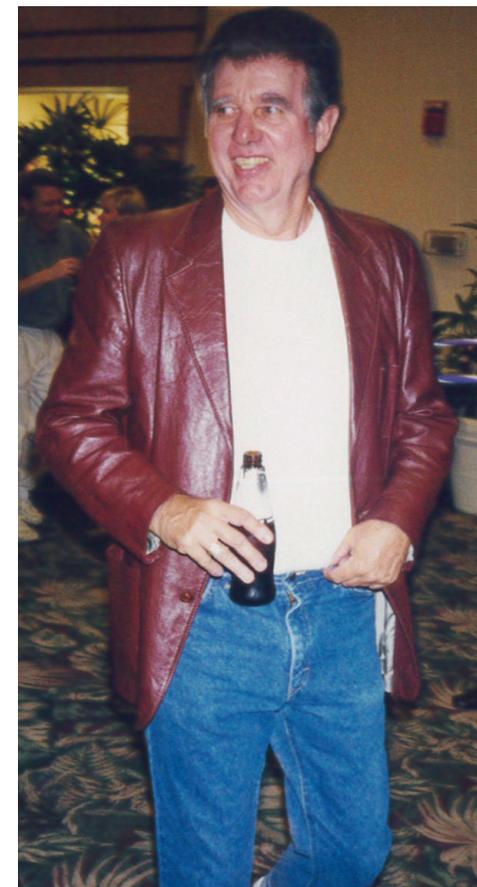
“I thank the members of the board for making this a great association. The funds were mostly provided by Dick Mandt and The Flyer, and Charlie Delatorre with Tower Publications in Gainesville. Over the years, each has contributed well over \$1 million to the association.

“A large thank you also goes to Barbara Holmes and Tiffany Clark, the association’s staff, who were instrumental in the overall success.

“A thank you to the board of directors whom I had the pleasure to work with. As publishers and

general managers of free papers, they have a difficult job. Their success and talent led to the success of this association.”

Now Dave will have more time for some of the other things he enjoys, like boating, fishing, traveling, reading and swimming in the pool with Casper. 🍷



Who’s that handsome dark-haired stranger? Why, it’s our very own Dave, rockin’ to the beat of the 50s.



# CVC: Our Data Speaks Volumes

*It's an Audit Year!*

– Tim Bingaman

2019 is a CVC audit year so make sure your audit reporting is up-to-date. Call or email Jim Kennedy (314) 966-7711, or [jkennedy@cvcaudit.com](mailto:jkennedy@cvcaudit.com) to check your reporting status.

Listed below are FREE programs available to you as part of your Florida Media Association membership.

- **Multi-Media Audit** – Make sure you are also reporting your websites, digital editions, social media, mobile/text media, video/blogs, events, special sections, apps and email newsletters when filing your quarterly reports. Additional new media is constantly being incorporated in CVC audits so feel free to call to discuss your unique media reporting needs.
- **Increased Exposure to Media Buyers** – CVC & PaperChain have an exclusive agreement with Standard Rate & Data Service ([www.srds.com](http://www.srds.com)) – the country's largest media buying source – so CVC audited publications increase their exposure to thousands of media buyers each month. Unlike other audit companies, CVC audit reports link directly to your publication's SRDS listing so media buyers are more likely to choose your publication when evaluating a

market. Please contact Nanette Jones as SRDS to update your listings. [Nannette.jones@kantarmedia.com](mailto:Nannette.jones@kantarmedia.com)

- **Readership Survey** – CVC circulation audits include a FREE multi-source web-based

*Are you taking advantage of the FREE programs available to you as part of your Florida Media Association membership?*

readership survey. This survey is designed to help publishers gather important demographic information about their readers, their purchasing plans, and how they interact with media from the publisher. The readership survey is highly customizable and can be promoted across multiple media platforms. View the template for this survey at: <https://www.research.net/r/CVC2018>. Call Tim Bingaman at (314) 966-7711 to discuss your custom readership study included with your circulation audit.

- **Local Audit Marketing** - After every CVC audit, we release a copy of your audit report and a certification letter to ten local advertisers chosen by you from your local area. This service is tailored to immediately recoup your audit costs from potential local advertisers. Call CVC to get your audit letter and discuss additional FREE promotions.
- **Unlimited Free Conference Call or Webinar Training** - With each audit, CVC offers free, personalized training via webinar or conference call to prepare your advertising representatives for possible questions from clients. CVC can also analyze and share any available comparative data between your company and other media in your market. Call CVC to schedule your training webinar. 📞



# Postal Pieces

## *Free Paper Publishers Invited to "Go Postal"*

– Donna Hanbery

**F**or free paper publishers planning to attend the annual Association of Free Community Publications (AFCP) conference in Las Vegas, Friday morning April 26, 2019 will present an opportunity to "go Postal".

Donna Hanbery, executive director of the Saturation Mailers Coalition (SMC), will be hosting a Postal roundtable in a separate meeting room on Friday, April 26, 2019 from 7:00 to 8:00 a.m. The United States Postal Service is sending Steven Mills, the product manager with responsibility for saturation mail, the type of mail used by free paper publishers.

This will be an opportunity to present ideas, ask questions, and to share your concerns with somebody from Postal Headquarters.

There is no formal agenda for this meeting. It is a "no holds barred" open discussion. Mills and Hanbery will be attending the conference Thursday, and will also be interested in networking and meeting with publishers that are in, or are interested in, the mail. Publishers are invited to ask questions about current promotions, potentially suggest future promotion ideas, and to have your voice heard.

Hanbery recommends that interested publishers bring their business cards and be prepared to exchange business cards and "get a contact" at Postal Service Headquarters. She also recommends that participants that have had problems with service, or have had customers express concern about rates or service, put something in writing about their experiences and issues the Postal Service might want to address, to give to Steve Mills to take back to Headquarters.

Finally, and importantly, every publisher coming to the break-out session should consider bringing copies of their publications. Please come! This is your chance to let the Postal Service know what it is doing right, wrong, or could be doing to earn more of your business and the business of your customers.

**I**f you have been concerned that the Postal Service might change the definition of Marketing Mail to prohibit anything but paper content (i.e. note pads, calendars, greeting cards, or other items that have been delivered by Marketing Mail), you may be interested in reading the draft of a potential new regulation that would prohibit use of Marketing Mail letters and flats for general "sales" fulfillment purposes, but would allow fulfillment of primarily paper-based items and the inclusion of some non-paper items like small gifts or trinkets used in advertising promotions or premiums like thank you's.

Hanbery said, "From my standpoint, I think this proposed rule will allow SMC members that have been using non-paper items as promotional content in advertising mail to keep doing what you have done in the past. It is MUCH better than the original proposal that simply prohibited any Marketing Mail content that was 'not paper.'"

If this is something that concerns you, contact the FMA office at 352-237-3409 or via email to [CPFDisplayAds@aol.com](mailto:CPFDisplayAds@aol.com) for a copy of the proposed rule.

*Donna E. Hanbery is the Executive Director of the Saturation Mailers Coalition. Contact her at 612-340-9350 or via email to: [hanbery@hnclaw.com](mailto:hanbery@hnclaw.com).*



# The “News Guru” Speaks

## *Increasing Efficiency*

– Kevin Slimp

There’s a question I get asked a lot by friends, colleagues and audience members at conferences. There are variations, but they all go something like, “How do you find time to do everything that you do?”

I usually just answer with something like, “I never sleep” or “I don’t know. I’ve always done a dozen things at once.”

You might be surprised to know I’m a procrastinator. Not about everything, but if it’s something that can be put off, there’s a good chance I will put it off. That’s been the case for the past year whenever the topic of rearranging my office came up.

Some of you know I moved my office from a tall building in West Knoxville, Tennessee to my home one year ago. I did what most people do when they move offices: I packed and moved everything as quickly as possible, not giving much thought to what would be most conducive to long-term productivity.

My workspace consisted of a desk with a 27-inch iMac, keyboard and mouse. “Not bad,” you might say. But as my workload increased, it quickly became obvious that I needed to give serious thought to ways to increase my efficiency.

Sure, I hired some more folks to help. That was the easy part. But my work requires a lot of attention from me, and if I was going to get everything done required to run three growing businesses, I had to find ways to get more done with less effort.

So, in February (2019), I took some time to give some thought to ways to increase the efficiency of my work. I’d been putting it off for a year, but it was time to put some serious effort into creating a workspace conducive to productivity.

My work is compartmentalized into several areas. I spend a lot of time writing columns and

books. I also spend a lot of time overseeing the production of books by other authors. This includes going over the work done by editors and layout staff, going over their work before it is finalized on the page, as well as sometimes doing the layout of a book myself. I also spend a good bit of time creating material for webinars, conferences and marketing.

As I examined my day-to-day workflow, I realized I spent a lot of time moving back and forth from one application to another. When finalizing the pages of a book, I would go between the editor’s notes in Microsoft Word, the text in Adobe InDesign, and the graphics in Photoshop.

If I could have everything on the screen at once, I surmised, I would save a significant amount of time shifting between applications.

I also realized I was spending more time than I should waiting for things to happen on my iMac. They say time is money, and they’re right. It doesn’t take long to make up for the expense of a faster computer. With that in mind, I bought the fastest Macbook Pro available. To deal with the screen space issue, I purchased a wide-screen 33-inch monitor.

For about a week, I worked with the new Macbook, connected to the 33-inch monitor, along with a Bluetooth mouse and keyboard.

*Continued on page 8*

*As my workload increased, it quickly became obvious that I needed to give serious thought to ways to increase my efficiency.*

*Continued from page 7*

Things sped up significantly. I could get two InDesign pages side by side on the wide-screen, plus a page from Microsoft Word beside them.

It dawned on me, however, I was still losing productivity because having so many pages on one screen required me to keep them small enough to see everything at once. It worked, but I still had to put out more effort than necessary to work between documents. Sure, I could run Photoshop on the new Macbook Pro monitor, but it was too small for much of the work I was doing.

That's when it dawned on me. I was just about to order yet another monitor when I realized I had my old iMac sitting on a desk in another room, just taking up space. I moved a second desk into my home office, directly next to the first. This allowed me to use my Macbook Pro, 33-inch monitor, and iMac all at the same time. Everything was coming together.

I began using the 33-inch monitor exclusively for InDesign pages. I could place two pages side by side and see them clearly. On the iMac, directly to the right, I installed Microsoft Word, and use that Monitor almost exclusively for looking over editor's notes in Word, while editing the InDesign files at the same time. This also left room on the Macbook Pro screen

for quick edits in Photoshop or other tasks.

Another area of my work requires me to send out email blasts on a regular basis. These go to webinar attendees, marketing contacts, and publications that carry my syndicated columns. I had

since reconfiguring my desktop two weeks ago? I haven't run any official tests, but I can assure you the answer is, "a lot."

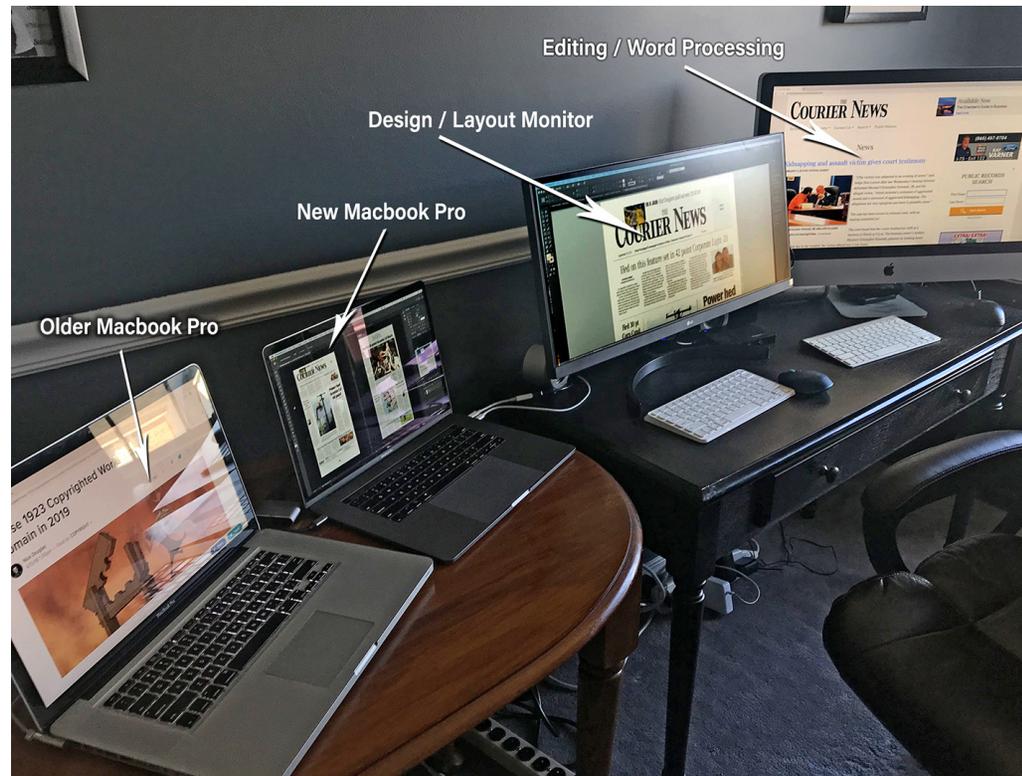
In the early 90s, when I opened my second business – an ad agency – and computers were much slower, I found myself waiting...a lot. That's when I got the idea to set up a workspace with three computers. One was on my right, one was directly in front of me, and the third was to my left. I had a chair that would spin around, allowing me to work on one computer while waiting on the other two computers to finish their tasks.

I guess things haven't changed that much. Sure, computers are a lot faster, but so is the demand for output. If I can increase my productivity by 30 or 40 percent simply by updating or adding hardware or software, you better believe I'm going to do it.

If you're reading this column, there's a good chance that you publish a newspaper. Here's my advice: Don't skimp on hardware and software. Updated software, more screen area, and faster computers

pay for themselves in no time.

No one buys my hardware or software for me. It comes directly out of my pocket. So, when I pay for the latest version of Adobe Creative Cloud for my staff or update equipment, I do it because it more than covers the initial investment in increased efficiency. 🎯



used the iMac for email blasts, but I quickly became addicted to having the iMac screen available for editing work. That's when it hit me: Why not get my old Macbook Pro out of its case and put it to use? It's now used for email blasts, as well as other tasks that come up from time to time.

How much has my productivity increased



# Sales Training

## Keep 'em Talking and Learn More

– John Foust

Lori told me about some simple techniques she uses in advertising presentations. “Once the other person mentions a problem,” she said, “it’s important to slow down and show some restraint. A lot of sales people are conditioned to pounce on the slightest opening and shift the conversation. They can’t wait to talk about the ways their products can solve the problem.”

“For example, if the prospect says, ‘My advertising is not generating enough traffic on weekends,’ the sales person is tempted to jump in with a suggestion to run more ads on weekends.”

“That’s a bad move,” she said. “Although that kind of instant-answer approach may seem like good idea at the time, it’s too early to propose a solution to the problem. So instead of expressing an opinion, I encourage the other person to continue talking. That keeps them on their train of thought. The more they talk, the more I learn. And as a result, I might find out that their weekday traffic has been declining along with

the weekend business. That would call for a different solution.

“To keep them talking, it helps to use a minimum number of words, sometimes just one or two,” she explained. “I’ve learned some techniques from sales seminars and books, but I’ve also picked up ideas by watching good interviewers on television.”

Lori knows the importance of looking below the surface. Here are some phrases that work:

**1. Say “that’s terrible” or that’s awful,” when a problem is mentioned.** Say “that’s good,” when the news is positive. These simple phrases can help you get in step with the other person. “When you agree with what they’re saying, they usually keep right on talking,” she said. “You’re sympathizing with their bad news and giving them a verbal high five for their good news.”

**2. Repeat their last phrase as a question.** This is a well-known technique that has been around for years. When you hear, “We’re not getting enough weekend traffic,” say “You’re not getting enough weekend traffic?” and raise your voice on the last word to emphasize the question. That’s less formal than saying, “That’s an unusual statement. I’d like to know more.”

**3. Say “How do you mean?” instead of “What do you mean?”** Although your old grammar teacher would scold you for using “how” in place of “what,” “how” is a friendlier way to ask for more information. “What do you mean” can sound abrupt and defensive.

**4. Say “Hmm.”** “Crazy as it sounds, this is one of the best ways to keep the momentum going,” Lori said. “Think of all the different things you can express with ‘Hmm.’ With different inflection, you can convey agreement, happiness, surprise, sympathy or sadness.

“All of this is intended to help them flesh out problems. As the conversation moves along, you can ask some questions to tighten the focus and help them see the long-term implications of their situation. Then you’ll be in a better position to propose a solution.”

Hmm. That’s good. 🗨️

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# Sales Talk by Bob

## Confessions of a Media Buyer

– Bob Berting

I have owned an advertising agency and as a media buyer, I have had presentations from every conceivable media outlet in the market.

As you probably know, ad agency media buyers are busy people. They evaluate thousands of print and electronic media and listen to hundreds of presentations. However for salespeople who represent community publications, it may be difficult to get an appointment.

**Know Who To Contact.** To get on the media schedule, it's important to know who to contact at the ad agency. For the advertising salesperson, two groups are important: the media department and the account services department. While 85% of your time should be spent with the media department, since they do the actual planning and analysis, the account services department should be kept informed about your publication because they have the day-to-day contact with the client. If your publication is appropriate for several clients at the same agency, you'll have to meet with the media and account personnel on each account.

**Out Of Sight, Out Of Mind.** This saying is especially true with a corporate or ad agency media buyer. When you are not persistent enough, or allow yourself to be intimidated, you fall into a comfortable rut syndrome, ease off or take a passive approach. The usual thinking is "Well I gave it a good try but they don't understand the importance of our

publication" or "they are completely oblivious to our existence...sometimes I wonder about our image."

**Indoctrination of the Media Buyer.** Although it is not applicable in my case, advertising salespeople quickly recognize the fact that many media buyers are people in their early to mid-twenties who went to college and studied advertising, marketing, and public relations, but never understood the importance of a community newspaper. They were indoctrinated to think that mass print media, radio, television, and billboards were the target mediums to consider. Because of that situation, it is obvious that a persistent effort is required to reach the subconscious mind of the media buyer and persuade them to strongly consider your publication. I want to emphasize that you must be persistent with the media buyer—show why you should be in their marketing plans. Send them issues of your paper, send them flyers about special promotions, take ideas to them, be creative, ask them to go to lunch, make concrete proposals. Above all, be nice, be friendly, be courteous.

**What does your image look like?** Think about the image you are projecting. What does your business card look like? How about your media kit? Don't ever think your media kit is not important. As a media buyer, I want to carefully study each publication and all the facets of why I should do business with them. The only way I can do this efficiently is to have a well organized media kit from you. I want to know about your audit information and testimonials from satisfied customers. The advertising salesperson who tries to sell me strictly with emotional

appeals and no logic or facts is not going to win points with me. There is a trend among some sales training experts to insist a media kit is not necessary, that all that is needed is carefully selected magic bullet phrases and the media buyer will be swayed to buy and commit to years of advertising. This is not real world thinking.

**3 things a media buyer wants to know.** Let's talk about the realities that a media buyer wants to deal with as far as the advertising salesperson is concerned:

1. They want to trust and believe the salesperson. Will the salesperson always follow up on every statement that promises action? Are they knowledgeable? Are they creative?
2. Do they have a well planned and executed advertising program? If your publication is to be the major player in their media mix, you must have a realistic and comprehensive plan for them.
3. Confidence in the publication is essential. If the media buyer is going to agree to a long range program they can't have lingering doubts about the professionalism of the salesperson, the publication's penetration in the market, readership, and response factors. They must have continual reassurance and updates on these points.

Finally, you can't push the process of creativity. There might be several meetings to go over concepts and to thoroughly understand what the media buyer's needs are. Patience will usually win out and the happy ending is a strong and comprehensive ad program in your publication. ●