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Conference Plans at a Glance!

The conference committee has been hard at work, meeting each week to plan the upcoming Florida Media Association conference in St. Pete Beach. We’re excited to finally be able to share some of the details with you!

The newly renovated Sirata will be our base of operations. Our meetings and meals will be held in the beautiful Royal Palm Ballroom on the 8th floor. With windows on three sides, it offers stunning views of Boca Ciega Bay and the Gulf of Mexico, where you’ll surely want to dip your toes in your free time.

Continued on page 2



Attention Publishers!

Remember that updated audit reports will be issued for FMA members in 2019. To confirm that your reporting is up to date, please call or email Jim Kennedy at (314) 966-7711 or jkennedy@cvcaudit.com.

Conference Plans at a Glance *Continued*

Continued from page 1

The conference agenda is taking shape and final details are being hammered out, but I can assure you that you're going to love what we have planned.

Friday's sessions include a Content Strategy Panel, a CVC Update, and a Multi-Media Panel. "What will those panels address?" I'm so glad you asked. See page 3 in this newsletter for additional information.

Keynote speaker Chris Brewer of OMG Commerce will kick-off Saturday morning's session. He will be followed by Elaine Buckley, who will share practical ways to implement the ideas Chris generates. She will also talk to us about Recruiting, Hiring & Retaining.

Saturday afternoon's sessions include a Design Workshop for Print & Digital by Greg Cox of Overnight Production Services, a Social Media Session by Herbert Williams, and the ever-popular Idea Fair. This year, just to show our appre-

ciation for your hard work preparing to share your idea, every Idea Fair participant will receive \$50 just for entering! And as always, there will be prize money for first, second and third place winners.

Be sure to take time to visit with & thank our generous sponsors:

Circulation Verification Council
International Poly Co.
Newspaper Printing Co.
Overnight Production Services

No conference would be complete without fun, and we've got plenty of that planned for you as well.

Friday evening's welcome reception will be a beach-themed "White Party" luau, including a

whole roasted pig with all the fixins' and games on the deck. What's a White Party? Why, it's where everyone wears white, of course! Granted, it will be a little warm outside in August – so plan on wearing your swimsuit for this party (you can wear a white coverup or T-shirt) and taking a dip in the pool that's just a few feet away from the festivities.

Since the white sand beaches will be beckoning to us, we gave in to temptation and ordered box lunches for Saturday. That will give you plenty of time to eat lunch where you're happiest – in your air-conditioned room with your feet on the bed, or dipping your toes into the Gulf of Mexico. Either way, you'll be energized for the rest of the Saturday afternoon sessions.

The grand finale will be Saturday night's "Awards for Excellence" banquet. We had a little trouble with last year's video presentation, but Elaine Buckley's hilarious commentary saved the day. Will she have us in stitches again? Only time will tell! 📺

The Conference Committee:



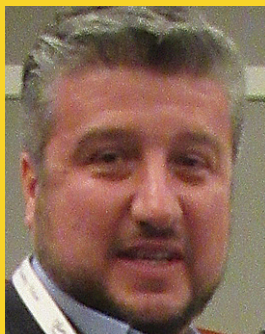
Justo Rey, Chair



Renee Brown



Elaine Buckley



Glen Fetzner



Cristina Jones



Mike Jones



Barbara Holmes



All Things Conference!

August 23-24, 2019 @ the Sirata Beach Resort in St. Pete Beach

Register Now!

Awards for Excellence Rules:
There is a limit of two entries per category, per publication. Only items published between June 1, 2018, and May 31, 2019, are eligible.

EDITORIAL Competition Rules:

BEFORE entering any items in the EDITORIAL competition, you must first enter one or more images in the GRAPHICS competition. There is a \$50 entry fee to the 2019 Awards for Excellence competition, which will be charged to the first GRAPHICS entry submitted. All subsequent image uploads will be charged a \$1.00 per image fee, no matter which competition the upload is entered into. All entries must have been written by bona fide employees of an FMA member publication.

Upload one or more images of your published article, then paste the entire text of the article in the "Notes" section. The program will accept 20,000 characters (about 3,000 words). Please note that entries will only be considered if the entire text is pasted in the "Notes" section.

GRAPHIC Competition Rules:

There is a \$50 entry fee to the 2019 Awards for Excellence competition, which will be charged to the first GRAPHICS entry submitted. All subsequent image uploads will be charged a \$1.00 per image fee, no matter which competition the upload is entered into. All entries must have been conceived, written and designed by bona fide employees of an FMA member publication. Upload one or more images of your entry. Each image uploaded will cost \$1.00. 📎

Content Strategy Panel: What is content strategy and why do you need it?

Content Strategy is the development, planning, creation, delivery and management of useful, usable, meaningful, cohesive, engaging and sustainable content that attracts your target customers. In other words, Content Strategy is getting the right content to the right people at the right time. Friday's Content Strategy Panel will help you define your target audience and where to find it; generate editorial, advertorial and online content ideas; understand the best way to deliver your message and to measure its performance; and create a content calendar. You don't want to miss this session! 📎

Multi-Media Panel: What works? What doesn't? Is anyone monetizing digital?

The changing media landscape will continue to shift, but there were some recognizable trends in 2018 the industry can capitalize on in 2019. For example, consumers love live video content and prefer it to reading a blog or social media post. Influencer marketing is evolving and companies are partnering with micro influencers to increase credibility. Chatbots are evolving and integrating with social media platforms. Go ahead and leverage user-generated content; it's one of the best ways to grow your business by doing less work. Not sure what chatbots or micro influencers are? Then you definitely want to attend Friday's Multi-Media Panel to learn about these and other strategies to grow your business! 📎

Do you want to promote your business? Consider donating some promotional items to the Florida Media Association to be included in the conference attendees' goodie bags. Keep your name out there in front of your potential customers! Contact: cpfdisplayads@aol.com. 📎



Conference Schedule

August 23-24, 2019 @ the Sirata Beach Resort in St. Pete Beach

Register now to reserve your spot!

Friday, August 23

- 2:00 p.m. General Membership Business Meeting
- 2:10 p.m. Welcome & State of the Association
CPF President Justo Rey
- 2:20 p.m. Introduction of Guests and Vendors
- 2:30 p.m. Content Strategy Panel:
Raquel Garcia, Tom Clifford & Avido Khahaifa,
Moderated by Justo Rey
- 3:30 p.m. Break
- 3:45 p.m. Circulation Verification Council Update
CVC President Tim Bingaman
- 4:30 p.m. Multi-Media Panel:
Herbert Williams, Clarissa Williams,
Chris Brewer & Elaine Buckley
- 6:00 p.m. Welcome Reception with Cash Bar
Beach-Themed "White Party"



the
WHITE
JUST WEAR WHITE *party*

Saturday, August 24

- 7:30 a.m. Breakfast
Sponsored by Overnight Production Services
- 9:00 a.m. Keynote Speaker
Chris Brewer, OMG Commerce
- 10:30 a.m. Break
Sponsored by International Poly Co.
- 10:45 a.m. Incorporating Chris Brewer's Ideas & Recruiting, Hiring & Retaining
Elaine Buckley
- 12:00 p.m. Box Lunch
- 1:30 p.m. Design Workshop for Print & Digital
Greg Cox, Overnight Production Services
- 2:30 p.m. Break
Sponsored by Newspaper Printing Co.
- 2:45 p.m. Social Media Session
Herbert Williams
- 3:45 p.m. Break
- 4:00 p.m. Idea Fair
Moderated by Justo Rey
- 5:30 p.m. Cash Bar Reception
- 6:30 p.m. "Awards for Excellence" Banquet
Sponsored by Circulation Verification Council



The Venue

August 23-24, 2019 @ the Sirata Beach Resort in St. Pete Beach

Register now to reserve your spot!



The Sirata Beach Resort features the newest rooms available on St. Pete Beach! The entire hotel underwent a \$15 million transformation in 2018, so we will be one of the first to experience the new accommodations.

With three beachfront pools, sparkling white sand beaches, beachfront fire pits, a fitness center and, of course, the warm Gulf of Mexico waters, you won't have any trouble filling your free time once the conference activities of the day are finished. Come – Learn – Enjoy! 🌟





Conference & Hotel Registration

August 23-24, 2019 @ the Sirata Beach Resort in St. Pete Beach

Complete & fax to 352-347-3384

Conference Registration

Company: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Please print your name and 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 FMA Classified Network:

- The cost is \$100 per room per night for up to two nights (which covers the hotel room, meals, receptions, training and entertainment) in accordance with the following FMA Board of Directors' 2019 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); over 501K, 6 rooms (12 attendees).

~ 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); over 501K, 5 rooms (10 attendees).

- FMA will pay for your rooms in accordance with the above guidelines for two nights (either Thursday / Friday OR Friday / Saturday). If you wish to stay an additional night, you may do so at your own expense (subject to room availability).

- 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.

Members Not Running the CPF Network Ads:

- All costs associated with attending the conference – including all hotel room charges and meals – are your responsibility.

Associate Members:

- A flat rate of \$175 per room per night covers the hotel room, meals and booth space. Internet service may be available at your own expense.

Non Members / Potential Members:

- A flat rate of \$175 per room per night covers the hotel room and meals. If you choose to join the association, you will receive a \$75 rebate on membership fees.

Registration Cutoff Date: July 22, 2019

- A credit card is required to make your reservation. It will be charged the per room per night fee listed above on or after July 8, 2019.
- The absolute cutoff date for hotel registrations is July 22, 2019. Neither room availability nor the discounted room rate is guaranteed after that date.

Hotel Registration ~ Payment Section

Credit Card # _____

Expiration Date: _____ Code: _____

Type: VISA _____ MC _____ AMEX _____ DISC _____

Name on Card: _____

Billing Address: _____

City, State, Zip: _____

I understand that I am responsible for the flat per-room, per-night fees listed 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 FMA at 352-237-3409 no later than August 19, 2019, my signature below authorizes FMA and/or the Sirata to charge the full cost of my room and reserved meals 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: _____



Awards for Excellence

2019 Contest Categories

Entries are due by Friday, June 14, 2019!

1. EDITORIAL

1a. **PERSONAL COLUMN** – A column, written by the publisher, general manager or a member of his/her staff, covering any topic.

1b. **BEST EDITORIAL** on a subject of local community interest. (It must be written by or on behalf of an editor and *give an opinion* on a topical issue).

1c. **NEWS STORY** – A written rendering of a newsworthy event. Include byline.

1d. **BEST ORIGINAL WRITING** for a human interest or feature article.

1e. **BEST ORIGINAL BLOG OR SOCIAL MEDIA POST** – Submit a screen shot of the post.

2. PHOTOGRAPHY

2a. **BEST ORIGINAL PHOTOGRAPH** used for a feature or general interest story, a community news event or a sports event.

2b. **BEST ORIGINAL PHOTOGRAPHIC SPREAD** for a feature or general interest story, community news event or sports event.

2c. **BEST INDEPENDENT PHOTO FEATURE** – Photo with a tag line but no story.

2d. **BEST PHOTO USED ON A SOCIAL MEDIA POST** – Submit a screen shot of the photo and post.

3. SALES PROMOTION

SELF PROMOTION – Advertising that promotes the use of your media by advertisers or acceptance by readers or users. Includes testimonials, flyers, mailers, media kits, electronic media, etc.

Categories 4-9 are for any size advertisement in a printed publication, color or B/W:

4. RETAIL ADVERTISING

(All Retail Advertising [products and/or services] other than Automotive, Real Estate, Dining & Entertainment, Health or Professional Services.)

5. AUTOMOTIVE ADVERTISING

6. REAL ESTATE ADVERTISING

7. DINING & ENTERTAINMENT ADVERTISING

8. HEALTH RELATED ADVERTISING

9. PROFESSIONAL SERVICES ADVERTISING

(Limited to Lawyers, Financial, Insurance and Political Ads)

10. MIXED CATEGORIES

10a. **ADVERTISING CAMPAIGN** – Multiple ads for a single client in any medium (including print,

website, social media and/or electronic) using continuity of theme/artwork.

10b. **BEST EMAIL NEWSLETTER DESIGN** – Submit all pages.

11. COVER DESIGN

11a. **BEST COMMUNITY NEWSPAPER COVER DESIGN**

11b. **BEST SPECIAL SECTION COVER DESIGN**

11c. **BEST PUBLICATION COVER** for a shopper or magazine.

12. WEBSITE

12a. **BEST WEBSITE** design & presentation. Submit a screen shot of your home page.

12b. **BEST DIGITAL AD DESIGN** – Banner ad or a digital edition ad. Submit a screen shot of the ad.

13. JUDGE'S CHOICE AND BEST OF SHOW

13a. **JUDGE'S CHOICE** – This award will be presented by each judge for his/her favorite entry. Separate entries in this category are not accepted.

13b. **BEST OF SHOW** – The top-scoring entry from all entries received will be the winner of this category. Separate entries in this category are not accepted. 🎯



– Tim Bingaman

Here are some general tipss from other successful studies.



WE WANT TO
LEARN
ABOUT YOU

Take this survey to complete our other online survey and you will win a \$500 Visa Gift Card and a \$250 Gift Certificate to Amazon.com when you're all done. Don't miss it - the opportunity won't last!

go to RESEARCH.NET/013240

Siemens

If your publication does not have a strong website, social media, or email newsletter database, call me to discuss alternative promotions. 📞



The “News Guru” Speaks

2019 Publishers’ Survey Offers Insights to Industry Future

– Kevin Slimp

I was excited about the opportunity to speak to the publishers of New York recently at the NYPA Spring Convention. Let’s face it, New Yorkers take their newspapers seriously, and the NYPA convention is always special.

I spoke on eight topics over two days while in New York, but it was the second session that drew the biggest crowd. The room was packed to hear me speak on the topic, “What’s Really Happening at Newspapers Today.”

Fortunately, I was a week into crunching numbers from my 2019 survey of U.S. newspaper publishers. I quizzed the audience before sharing the results of the survey to see how they thought other publishers would respond to the survey’s 35 questions. On some, they were close. On others, they were audibly surprised.

We began conducting this annual survey in 2014, while I was directing the Newspaper Institute at The University of Tennessee. In each year since, we’ve had between 400 and 700 publishers participate. That’s easily enough to indicate results representative of the industry.

While with the New York group, I took some time to look at the differences between daily and non-daily papers. We examined the numbers of

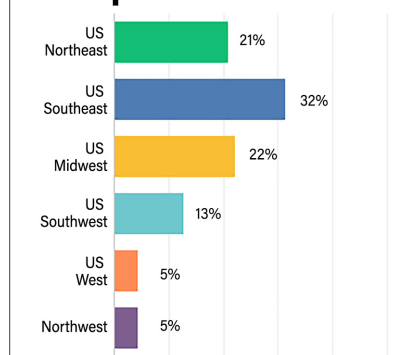
locally-owned newspapers to those owned by large groups. We even compared newspapers in New York state to papers in other geographical areas of the country.

In coming columns, I’ll share some of the most interesting details from these comparisons. In this column, I will share some general results of the completed questionnaires.

Where are the participants located?

No surprise here. Most respondents came from the Southeast, Midwest and Northeast

Geographical locations of respondents



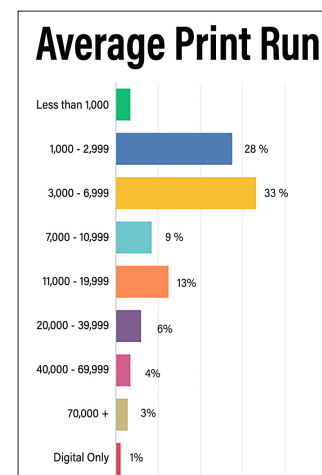
geographical areas of the U.S. It makes sense, since these are the areas with the most newspapers. These were followed by the Southwest, West Coast, and Pacific Northwest.

I always get a chuckle out of

this question. There will always be a few publishers from Texas who select “other,” and insist Texas is its own geographical region.

How many copies are printed?

This one always seems to stump the audience. Most folks usually seem to think other papers



are much larger than their own, so they will guess somewhere around 10,000. Then when I ask how big their papers are, they will usually come in around 3,000 to 5,000. Audience members always seem surprised to learn that most of their papers are like most other newspapers in the business.

How is the health of your newspaper?

When it comes to guessing the overall health of most newspapers, audience members usually guess correctly. Almost 45 percent of publishers in the survey responded their overall health as “Not bad, but not great.” That was followed by 36 percent who responded the health of their papers was “Relatively healthy.”

Only 10 percent of newspaper publishers indicated their papers are in “Poor health,” while less than one percent checked “Near death.”

Continued on page 10

Continued from page 9

Compared to one year ago, 52 percent of publishers indicate their papers are "About the same" health. 23 percent of papers seem to be in better shape than a year earlier, while 25 percent indicated they are in worse shape.

When compared to three years ago, the numbers aren't quite as rosy. "Better than three years ago" was selected by 24 percent of respondents. "About the same" was the answer for 25 percent, and 49 percent indicated they are in worse shape than three years ago.

Where is the money coming from?

Most folks in the New York audience guessed correctly to the question, "What is the primary revenue source of your main publication?" They were, however, surprised by the low number of papers than answered something besides "Print Advertising."

A full 95 percent of respondents answered "Print Advertising" when asked what was their primary revenue source. Another three percent indicated "Print Subscriptions," while 3 percent answered either "Digital Advertising" (1.6 percent) or "Digital Subscriptions" (.3 percent).

It seems that digital is a long way from "the goose that laid the golden egg." While many survey participants indicated they see some benefits from their digital presence, many are hard-pressed to find any financial benefits.

What's the bottom line?

Well, I'm still crunching numbers but it's safe to say this year's survey looks a lot like the surveys from 2014-2018. There are fewer newspapers without a digital presence. Newspapers aren't quite as optimistic about their long-term futures, but most think they will be around for a long time to come (12 years or longer) in printed form, though publishers aren't as confident as they were in previous years.

What surprised attendees the most in New York? From their responses to the survey results, I'd guess they were surprised that their newspapers were so similar to other papers around the U.S.

Like in most geographical areas, the large majority of New York papers are locally-owned. New York has its share of big metro papers, but most newspapers are weekly/community publications. They're not making the profits they were 30 years ago, but they are healthy and expect to continue in business for a long time to come.

When I began to call my session to an end, one of the audience members asked if I could share a little more information. I was surprised when other audience members indicated they'd like to learn more.

I continued to share some of what I'd learned visiting

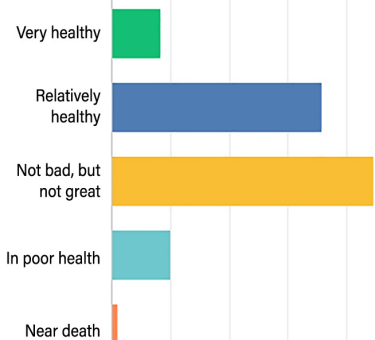
thousands of newspapers over the years and answering questions, while others shared their thoughts.

The truth

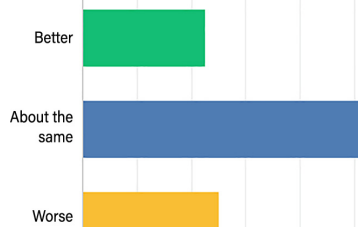
is that I like just about every place I visit, and my few days in New York left me once again with the realization that our industry is in good shape. With spring convention season behind me, I suppose I'll have to visit a few papers to keep my adrenaline flowing. 🍷

Kevin Slimp is director of the Institute of Newspaper Technology, a training program for newspaper designers, publishers and technical staff. For more information concerning the Institute, please visit www.newspaperinstitute.com. To read past columns, visit www.kevinslimp.com.

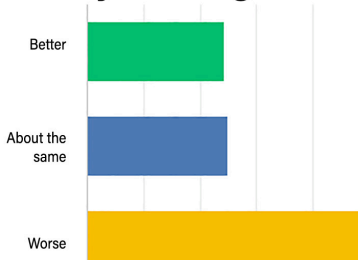
Overall Health



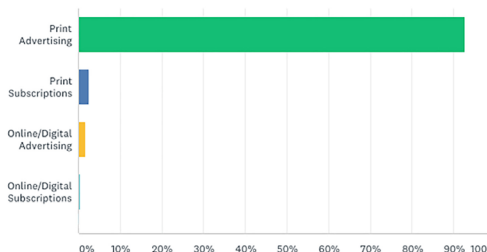
Health compared to one year ago



Health compared to three years ago



Primary Revenue Source of main publication





Sales Training

The power of repetition. The power of repetition. The power of...

– John Foust

Catherine climbed the ranks from sales person to sales manager at her paper. “Although I’ve been in the business for a long time,” she told me, “there’s always a new way to look at advertising.”

She mentioned a recent trip to a fast food restaurant. “I was between meetings in a nearby town and needed a quick lunch. So I dropped by McDonalds. It had been over a year since my last trip to a McDonalds, and I was trying to choose between two of their trademark products, a Big Mac and a Quarter Pounder. I was planning to ask the cashier about the ingredients in the Big Mac, then all of a sudden I remembered their famous television jingle from my childhood. ‘Two all-beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.’ I hadn’t thought about that in years, but it was in my memory bank. I did an online search later and was proud that had I remembered every ingredient in the proper order.”

That McDonalds campaign ran for about a year and a half in the mid-Seventies. And 40 years later, Catherine still remembered. That’s the power of repetition.

Would she have remembered the jingle if it had run only one time? Not a chance.

Did you learn the multiplication tables by going through them one time? What about the alphabet? Can you hear a new song one time and sing along the next time you hear it on the radio?

Catherine’s experience reinforced her belief in the importance of repetition in advertising. “I

“Yes, a business can run one ad one time and reach all the readers in [their] distribution base. But without frequency, there’s little chance for success.”

remember one advertiser – an apartment developer – who wanted to run a splashy grand opening ad. But he didn’t want to run anything at all after that. He figured the grand opening would create so much buzz in the market that he

wouldn’t need to advertise any more for a long time. In the short run, it would have been nice for my paper to have that full-page, full color ad, but we knew it would have been a waste of his budget. We worked hard to talk him into turning that full-page budget into a mini-campaign that stretched over several weeks. We felt if we could demonstrate the value of repeating his message – with measurable results – then we could talk about extending the campaign. Our strategy worked, and he became a consistent advertiser.”

Catherine explained that her team tells advertisers about two key principles of advertising: reach and frequency. How many people will they reach? And how frequently will they reach them? Yes, a business can run one ad one time and reach all the readers in her paper’s distribution base. But without frequency, there’s little chance for success.

“Most of the time, it’s a simple concept for advertisers to understand,” she said. “Once they realize that repetition is a solid strategy, they are willing to hear how to make it work. Everybody wins. They get better results and we increase our ad count.”

(c) Copyright 2019 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



Sales Talk by Bob

Selling Ad Campaigns is Hard Work

– Bob Berting

These must seem like the roughest of times for advertising salespeople, with so much talk about the status of newspapers in the media mix. But one thing advertising salespeople must keep in mind is that for all their troubles, newspapers are seen by media buyers as a vital part of the media mix in any community. Media buyers would like to see newspapers rebound and reinvent themselves. Ad salespeople need to have the motivation and desire to accomplish their goals of selling retail merchant prospects and media buyers with more motivation and enthusiasm. The following tips will help them compete in this new, tougher environment:

1. “Let me tell you who reads my paper.”

You may be selling ad space in your paper, but the advertiser is buying your readership and your readership is your greatest asset on a sales call. The readers of the publication are the people advertisers want to reach. You can’t know too much about these people. The more you know, the better results you’ll have in selling your publication.

2. “My paper can boost your sales.”

Advertisers want and expect data on what they can expect of their ad dollars, but few newspapers have the research to prove their publications can deliver. Worse, they simply don’t sell advertising that way. So get the research going. Get testimonials where you can. Make the argument.

3. “I believe in my paper. I believe in free papers.”

Selling free paper advertising these days is tough. So many papers are dying or already dead. But you have to believe. If you don’t believe, you’ll sell fewer ad campaigns. You can be a believer by mastering points one and two. Know your reader and be able to prove advertising in your paper can deliver.

4. “I can sell against my media competition.”

The old newspaper days were great. You were the one paper in a one-newspaper town. Media was a silo business. Each silo had its slice of media dollars it could call its own. Digital came along and blew the silos down. Now everyone competes for every scrap of business. To sell in this new environment, you need to know your paper, but you also need a deep understanding of your competitors’ strengths and weaknesses. All have weaknesses. Catalog all the arguments against newspaper advertising and marshal arguments knocking each one down. Put yourself in the position of the

advertiser facing many media choices. How does he or she choose? How do you help him or her choose? By understanding all the choices.

5. “I know what’s in my paper because I read every page of it”

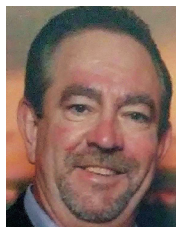
The worst thing an advertising salesperson can do is to flub a simple question about the paper. You come off not caring, and in front of someone who you want to invest ad dollars. Assume the person you are selling has read your paper and has read it for years. You need to read your paper every day and be able to discuss what’s in it. You are the advertiser’s one human link to the paper. Put it to work for you.

Media has curves of changes. What is true one day may not be true the next. You must know about all the changes. You must closely follow not just other newspapers but all media: radio, TV, billboards, direct mail, Facebook, and of course all things digital. 📌

Bob is a professional speaker, advertising sales trainer, publisher marketing consultant, and columnist in many national and regional newspaper trade association publications. He is president of Berting Communications and can be reached at bob@bobberting.com or 317-849-5408. He is currently offering his new e-book for the newspaper industry, “Power Selling Tools For The Advertising Sales Consultant”. It has content for both beginning and experienced salespersons. Go to www.bobberting.com to order this and other e-books on a bundled-purchase basis.



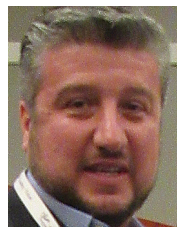
President
Justo Rey
The Islander News
Key Biscayne
954-802-9587
jrey@islandernews.com



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



Secretary
Wendy Murray
Senior Life Magazine
North Ft. Myers
239-707-6722
seniorlifeoflee@aol.com



Treasurer
Glen Fetzner
Ocean Media Solutions
Stuart
772-334-2121
glen@mediaoms.com



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



Director
Renee Brown
Breeze Newspapers
Cape Coral
239-574-1110
rbrown@breezenewspapers.com



Director
Elaine Buckley
Ocean Media Solutions
Stuart
772-334-2121
elaine@mediaoms.com



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



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



Director
Cristina Jones
Florida Mariner Magazine
North Port
941-815-1660
cjones@floridamariner.com



Director
Mike Jones
Florida Mariner Magazine
North Port
941-488-9307
mjones@floridamariner.com



Executive Director
Barbara Holmes
Florida Media Association
Ocala
352-237-3409
CPFDisplayAds@aol.com

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 \$100.00 per room per night (which includes the hotel room, food, receptions, training sessions, and entertainment) for classified network members, according to the 2019 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 over 501K, 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 over 501K, 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.