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## Could you use some Christmas shopping **CASH**?

Of course you could! So here's the deal. We're going to hold a **Virtual Idea Fair on Wednesday, December 9<sup>th</sup>**, with cash prizes for the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners. Voting will take place via a LIVE POLL at the end of the Virtual Idea Fair. You'll have five minutes to present your successful idea on the following topic: *"What have you done to increase your social media followers?"*

Now if you tuned in to the Social Media presentation by Kelli Carmack and Kennedy Murdock from The Laker/Lutz News on September 30<sup>th</sup>, you already know that they've set the bar pretty high! And that's exactly what we're looking for. A



top-notch presentation of **YOUR MOST SUCCESSFUL IDEA TO INCREASE YOUR SOCIAL MEDIA FOLLOWERS**. That's it. No other topics will be allowed!

So if COVID has changed the way you've approached social media from an afterthought to a top-of-mind topic, and you've successfully adopted new habits leading to an increase in your social media followers, we want to hear from you.

There will be a limited number of presentations accepted due to time limitations, so start planning your presentation now. You may use screen sharing to present your idea, as Kelli and Kennedy did so successfully with their Social Media PowerPoint presentation. You could end up with some serious Christmas shopping **CASH**! How much **CASH**, you ask? Stay tuned!

**Virtual Idea Fair – Wednesday, December 9<sup>th</sup> at 4:00 p.m.**  
**Topic: "What have you done to increase your social media followers?"**  
**3 chances to win some Christmas shopping **CASH**!**



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## Member Benefits

Your FMA 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:

- **Networking / Training Meetings.** These Wednesday afternoon Zoom calls target different groups (publishers, sales professionals, editorial personnel, graphic designers) on a rotating basis for training and networking.
- **Annual Training and Educational Conference.** Providing great networking opportunities for your staff and management teams, together with outstanding training opportunities.
- **Reduced Conference Hotel Room Costs.** Classified network members can qualify for additional room discounts.
- **Conference Idea Fairs.** Earn cash awards. Share ideas. Fantastic opportunities to take home revenue-generating ideas.
- **Annual FMA Awards Contest** (digital and print) honoring writers, photographers and graphic designers.
- Annual **"Member of the Year"** Award.
- Nationally-Recognized Conference Speakers.
- **Audits** provided by Circulation Verification Council (CVC).
- **Individual Local Readership Surveys** designed by you and administered by Circulation Verification Council (CVC), including individualized follow-up.
- An opportunity to earn money through FMA's classified network by selling statewide classified ads.
- **Peer Consultation** by a member of the board of directors. *(This service is available once a year per member.)*
- **Production Service Discounts of 20%** through Overnight Production Services (OPS), a U.S.-based network of art directors, designers and pre-press managers with years of publishing experience.
- **Media Focus Magazine**, a monthly industry trade publication.
- **FMA Digest**, the Florida Media Association quarterly newsletter.
- The FMA **LinkedIn** and **Facebook** pages, valuable networking tools.
- The Association of Free Community Publication's *Free Paper INK* magazine, a trade magazine provided at no cost to FMA members.
- **Associate Members / Vendors** that are ready and willing to help support our industry with exclusive rates for our members.
- **Saturation Mailers Coalition.** FMA is a member of this organization on your behalf, which is fighting for a positive postal rate, pricing, operation and service environment that benefits free paper publishers that mail.
- A great opportunity to work together as a team to make Florida a better place to live!
- The FMA Website with association news and advertising information; links to member publications, associate members, and state, regional and national free paper organizations; and a list of Member Publications (with audited circulation figures).

### Mission Statement:

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





# From The President's Desk

## *What YOUR association has been up to...*

– Justo Rey

We start this month's column with a **THANK YOU** and a **WELCOME** to our Board. Long time association Board member and Past President Dan Autrey has been recognized with the designation of a Lifetime Board Member of Florida Media Association. The contributions Dan has made in his years on the board are too numerous to list, but his commitment to the industry in the state and the association are significant as he ran two successful news operations in Osceola and Tampa Bay. We are pleased that Dan will continue to contribute, at his pace, as we remake the Florida Media Association.

We welcome to our Board Jay Rey, Associate Publisher for *Tampa Bay Newspapers*. FMA can't wait to receive the benefits of Jay's enthusiasm, creativity, problem-solving expertise and industry knowledge, and we know he will become a big change-agent as we morph Florida Media Association into a statewide resource for media professionals.

The creation of a profitable and productive hour! That is what FMA has been working on during the last few months as our virtual training sessions continue to garnish popularity and attendance.

What've you missed? Well, in **"Masked Marketing: How to Approach New Business in Person While Looking Like a Bank Robber"** by Jill Kalber of *Tampa Bay Newspapers* we learned to make the mask mandate work as a sales tool during COVID.

The attendance at our bi-weekly sessions continues to grow, and the last one – **"Social Media: Campaign Ideas, How to Implement Them & Create Engagement"** – hit an all-time high! If you missed this presentation by Kelli Carmack and Kennedy Murdock from *The Laker/Lutz News*, you'll have to catch the rerun as soon as we finish setting up our new YouTube channel. We are excited to use these great and educational presentations in the creation of FMA's YouTube media channel, hoping that it will become a great training resource for all Florida media pros.

Some of the topics you may have missed include using digital tools to stay in touch, personal branding on social media, and the super-well-re-

ceived **"LinkedIn Like a Pro"** webinar by Marc Nudelberg. But just because you didn't make it to those sessions doesn't mean that you can't calendar the upcoming sessions and start learning – for FREE! That's right, free. Your statewide Florida Media Association is currently offering these training sessions for FREE to any sales professionals located in the state of Florida.

Have you ever thought about putting together a book about your community, your company, your customers or any other theme? If so, you'll want to join us on Wednesday, November 11 at 4:00 p.m. for a **"City Anniversary Milestone"** presentation by Val Harring and Ray Eckenrode of *Breeze Newspapers*. They will walk us through the concept phase of brainstorming the idea, then putting the pieces together, and all the way to the important finish line: monetizing it. Regardless of the market you serve, you can recreate this success if you have the information. Be there!

On Wednesday, December 9 at 4:00 p.m. we will have the Virtual Idea Fair announced on page 1 of this newsletter. It's a great opportunity to both learn from others' successes as well as possibly take home some Christmas Cash. So if you've successfully increased your social media followers, we want to hear from you! See the announcement on page 1 for all the details.

Not currently on our mailing list so you didn't know about all these free goodies? That's okay. Just email your contact information to the FMA Executive Director, Barbara Holmes, at: [FloridaMediaAssociation@gmail.com](mailto:FloridaMediaAssociation@gmail.com) to be added to the email blasts announcing and linking to each Zoom session.

We are headed into the last quarter of the year with exciting plans as we restructure the Florida Media Association into YOUR statewide MEDIA association. We have engaged a consultant to guide us as we strategically plan the changes that will take us through 2021 and beyond.

We are the statewide Florida Media Association, and we invite you to

## **Come Grow With Us!**

# Announcements

*There are some new faces around FMA!*

Please welcome our new director and new associate members.



We extend a warm welcome to the newest member of the Florida Media Association Board of Directors, Jay Rey.

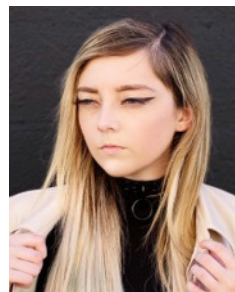
Jay comes to us from Tampa Bay Newspapers, where he is the associate publisher. He brings with him 18 years of experience in the newspaper industry, together with a B.A. in Marketing from Florida International University in Miami and an M.B.A. from the Huizenga College of Business at Nova Southeastern University.

Jay began his career in 1998 when he hired on as a night shift classified representative for The Flyer in Miami. He left The Flyer in 2000 and spent the next four years working as a financial advisor, but returned to the industry in 2004 and has remained active since.

"I have always been drawn to helping small businesses grow their market share," he said. "Since joining Tampa Bay Newspapers in 2007, I have realized the importance our organization plays within the local communities we serve. Our editorial and sales teams provide families like mine with the information and content to get the most out of the area we live in."

Jay sees some challenges for the media industry as it currently exists. "I believe that our biggest challenge is a lack of change in thought and approach," he said. "We are too reliant on milking our traditional products and services for everything we can rather than exploring new ways to interact with our customers and local residents. We have to create products that complement each other and draw in a more engaged audience through content created for each specific media like social media, print or online."

In his free time, Jay enjoys Crossfit, golf and RV trips with his family: wife Jessica, who trains special education teachers; son JD, 15, a high school sophomore who loves basketball and technology; and daughter Samantha, 13, who loves Crossfit, running track and animals.



You may remember our newest associate member, Bethany Renee Williams, who was a presenter at the 2019 FMA conference in St. Pete Beach.

Bethany is a marketer genius, author, and thought shaper. She builds marketing strategies for some of the largest celebrities and brands around the world. With 10+ years of experience in branding, strategy, and design she has amassed boundless knowledge to assist in any industry.

Find her online at [coffee fueled.net](http://coffee fueled.net) or on social media @coffee fueled on most platforms.



H. Frances Reaves, Esq. is a frequent columnist with the Islander News and a new associate member of FMA.

A graduate of the University of Miami Law School, Frances spent ten years as a litigator/lobbyist. Today, she is an accomplished business woman who, when her parents could no longer take care of themselves, learned the ins and outs of senior care (or the lack thereof). She founded Parent Your Parents to assist seniors and their children through the myriad of pitfalls and options of "senior care" in the 21st century.

She can be reached at [hfrancesr@parentyourparents.com](mailto:hfrancesr@parentyourparents.com).



## Did You Know...?

... that the cups featured in the IPC ad right are of the same fine quality as the much higher priced Tervis tumblers?

... that you can help financially support the Florida Media Association by running this ad as often as space is available? How, you ask?

... that long-time associate member Charlie Hencye of IPC Poly has offered to give the association \$1 for each cup purchased from this ad? (Classified revenue – which funds FMA's member benefits – is down significantly, so we welcome every new opportunity for revenue!)

... that this ad is available in three sizes? Choose from 3.5"x 5", 5.41"x 5" (pictured) or 5"x 3.88" sizes.

... that quantities of 50 or more can be ordered?

... that now is the perfect time to order a unique Christmas gift for your customers and clients that will keep your business top of mind for years to come!

## Mark Your Calendar Now!

**November 11, 4:00 p.m. for a City Anniversary Milestone Idea** – Val Harring and Ray Eckenrode from Breeze Newspapers will walk us through the highly successful City Anniversary Milestone book they put together to celebrate the City of Cape Coral's 50<sup>th</sup> anniversary. They will take us from concept to completion, including how they successfully monetized the project. You don't want to miss it!

**December 9, 4:00 p.m. for a Virtual Idea Fair** – The topic will be, "What have you done to increase your social media followers?" Social media is here to stay! Join us for this fast-paced session with a variety of presenters and learn from their successes.

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# In Memoriam

## *The Legacy of Steve Blais*

– Tom Lindley

The Free Community Paper Industry lost a Legend in the passing of Steve Blais on September 18th, 2020.

Steve started his publishing career in the 1970s as a display advertising representative for the DeLand Sun News. He then worked as an advertising director of the Four Townes Enterprise newspaper before accepting a position as an advertising representative for the West Volusia Pennysaver based in DeLand, Florida. In 1983 he was named advertising director and promoted to general manager in 1986.

The award-winning West Volusia Pennysaver was published twice a week and distributed to over 55,000 homes with each issue. Under Steve's leadership the Pennysaver produced up to 152 tabloid pages each week and was one of, if not the top, financially successful shoppers in the State of Florida if not the entire nation. Steve's bottom line mentality and business expertise made the West Volusia Pennysaver the ultimate "Total Package" publishing thousands of classified ads, a numerous array of display advertising and a very healthy insert business.

Steve loved his hometown. DeLand and West Volusia were as much a part of Steve as he was part of DeLand and West Volusia. Steve's community involvement was unsurpassed. There wasn't one local non-profit or service organiza-

tion that didn't receive special attention from Steve and his staff.

In Volusia County, Steve served on many boards and committees, many as president or a committee chairman. These include the Faith, Hope & Charity Society, Boys and Girls Club, West Volusia Police Athletic League, Boy Scouts of America, West Volusia Family YMCA, Athens Theatre, Museum of Art, DeLand Fall Festival of the Arts, Watts Jazz Festival, DeLand Chamber of Commerce, DeLand Breakfast Rotary Club, DeLand Sports Redevelopment Authority, Volusia/Flagler Workforce Development, West Volusia Tourism & Advertising Authority, Dutton House Restoration, Volusia County Citizens Tax Option Exploratory Group and Floridians Against Crime Taskforce.

Steve's time and talent have been recognized by his community with him being presented The

West Volusian of the Year Award, Boy Scouts of America Golden Dinner Honoree, the House Next Door "Hats Off" Award, along with Employer of the Year given by the Athens of Florida BPW.

As a longtime member and executive board member of the Florida Advertising Publishers Association (FAPA) and Community Papers of Florida (CPF), Steve's contributions to the Free Community Industry were extremely appreciated and noted. Steve's popularity among his colleagues could be observed at the numerous conventions he attended over the years. His friendly smile, sense of humor, quick wit, lively conversation and willingness to discuss business and share ideas attracted attendees to seek him out.

Steve retired after a very successful 25-year run with the West Volusia Pennysaver. In retirement Steve continued his dedication to his many community causes including becoming a webmaster for the Downtown DeLand Rotary Club.

Along with spending time and traveling with his lovely partner, Jo McCranie, he loved fishing, bird watching and was a notorious people watcher; but more than anything he loved having a drink with friends, conversing in lively conversation solving the world's problems and debating everything, especially politics.

Steve will be truly missed by all. Rest in Peace, Chief. 🍷



Steve's fun-loving nature is evident in this photo from the 2007 Community Papers of Florida conference in St. Pete Beach. Steve, Jeff Wells and J.W. Owens are up to no good as the three "Hear no evil, see no evil, speak no evil" monkeys!



# CVC: Our Data Speaks Volumes

## *The Value of Readership Studies*

– Tim Bingaman

During the COVID-19 recovery most local owners are struggling with getting their message to the community. Publications that have performed inexpensive readership studies focused on purchasing have been able to bring much needed information to local businesses, helping them target their precious advertising dollars. Whether you conduct your own survey or use a third-party vendor, the goal of your survey is to deliver targeted information to help your advertisers and increase revenue now.

### **STEP 1: Choose your questions.**

The ideal study length is about 10 questions, and never more than 20. Readership study questions dealing with the publication, reader demographics, editorial, and sales & purchase questions are most popular. All good studies begin with the question below. By asking this question, you can then cross tabulate your results by media type you offer. Many times there is a significant difference between the audiences and that often opens up sales opportunities.

### **SAMPLE:**

Which of the following, if any, best describes how you read the publication or view other media from the publisher? *(Check all that apply.)*

- ☐ I read the print publication
- ☐ I visit the website

- ☐ I read the digital edition
- ☐ I attend events
- ☐ I subscribe to the app
- ☐ I subscribe to email newsletters
- ☐ I follow on social media

In the past, planned purchase questions dealt in 12 or six month time frames; but with the COVID-19 recovery it is important to make the timeframe shorter. Businesses need a response now and shortening the purchase question to three months is ideal.

It's also important to phrase the questions as to whether they plan to "get new" or "change their current provider". Knowing that 500 of your readers will use a handyman is great, but knowing that 149 of your readers plan to get a new handyman or change their current provider is even better.

### **SAMPLE:**

Which of the following, if any, types of home service businesses do you or the members of your household plan to get new – or change your current provider for – in the next three months? *(Check all that apply.)*

- ☐ Electrician
- ☐ Painting Contractor
- ☐ Plumber or Plumbing Contractor
- ☐ Air Duct Cleaning Service

- ☐ Concrete Contractor
- ☐ Furnace Contractor
- ☐ General Contractor
- ☐ Handyman
- ☐ Heating & Air Conditioning Service
- ☐ Home Security Company
- ☐ Junk Removal or Hauling Service
- ☐ Kitchen or Bath Remodeling Company
- ☐ Landscaper
- ☐ Landscaping Service
- ☐ Mover or Moving Company
- ☐ New Home Builder
- ☐ Remodeling Contractor
- ☐ Roofing Contractor
- ☐ Septic Tank Contractor
- ☐ Carpet Cleaning Service
- ☐ Home Theater Installation Service
- ☐ Home Gardening Service
- ☐ House Cleaning Service
- ☐ Pest Control Service or Exterminator
- ☐ Pool Cleaning Service
- ☐ Shades & Blinds Installation Service
- ☐ Television or Internet Service Provider
- ☐ Water Treatment Supply & Service
- ☐ Window & Door Installation Service

Competitive questions are a necessity in post

*Continued on page 10*





# The “News Guru” Speaks

## *Why are some newspapers growing?*

– Kevin Slimp

Over the past few weeks, I’ve spoken (virtually) at five state and regional press association conventions. In all but one, my leadoff topic was “What’s Going on in Newspapers Right Now?” based on my most recent research among newspaper publishers throughout the U.S. and Canada. At all five conferences, I spoke on the topic, “Getting People to Pick Up Your Paper,” using information from my research and other sources to help publishers and others understand what we can do to get more readers which, in turn, gets more advertisers to read and advertise in our papers.

In my past few columns, I’ve discussed results of my 2020 Publishers survey, completed by publishers and managers representing more than 600 newspapers and groups. Today, I’d like to look at the last section of the survey, which gives participants the opportunity to share advice about what has worked for them over the past year. There were thousands of responses from folks eager to share their thoughts, so I’m going to stick with responses from the 16 percent of newspapers that have grown over the past five years.

Respondents in this group universally commented that “keeping everything local” was important to sustaining growth, and I’ve written enough about that, so we’ll move on from there.

One respondent, from a small weekly in the Northeast region of the U.S. wrote, “We began a

‘Support Local Business Subscription Campaign.’ When someone subscribes in the name of a business and we’ll give them \$5 in advertising credit.”

A midsize weekly (4,000-7,000) on the West Coast wrote that some of their growth correlated with a stronger opinion section in the paper.



In early summer, Kevin keynoted the Kansas Press Association Convention online.

A large weekly (12,000-20,000) in the Southwest U.S. confirmed what a lot of growing newspapers noted. A redesign of the newspaper was credited as one reason for their growth. Another publisher from the Southwest U.S. indicated one key to growth at his/her newspaper was “Getting copies in people’s hands with subscription forms.”

A small weekly in the U.S. Great Plains region noted some of their growth was due to a

focus on children and family activities, while a midsize weekly in the Southwest noted, “daily calls for subscriptions that are one month from expiring” was very successful for them. The respondent went on to add, “We are renewing 75 percent of them over the phone.”

The publisher at a growing midsize weekly in the U.S. Great Plains region wrote, “We did a county-wide saturation mailing for two weeks.”

A free weekly publisher in the Midwest responded that a key to their paper’s growth was “aggressive sales and marketing.”

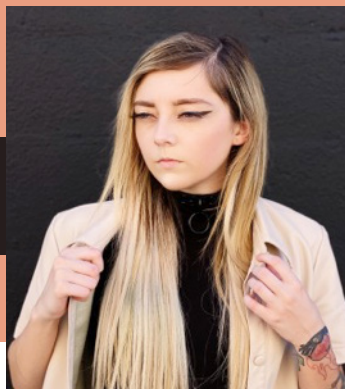
One of the last questions on the survey was, “If you were asked to share one lesson you have learned in your newspaper career, what would it be?” Here are just a few nuggets of wisdom from publishers of growing papers:

- A publisher at a free weekly in the Southeast U.S. wrote, “Network with other publishers to learn new methods of generating revenue and survival.”
- Another publisher from the Southeast U.S. wrote, “Always make sure your employees are happy. When they are, they will do a good job.”
- “Listen to your readers and develop a product people want to read.”

- “Quality local stories, written by local

*Continued on page 10*





# Coffee Fueled

## Digital Strategies Any Business Can Implement

– Bethany Williams

Do you want to reach more customers and make more money? If you want to reach new people you must try new things.

*“The definition of insanity is doing the same thing over and over again, but expecting different results.” – Albert Einstein*

When it comes to marketing there are many different routes to take to achieve your business goals. We are all familiar with traditional media such as print, radio, and television. Many of us are even familiar with digital media outlets like Facebook, Instagram, and branded websites. If you don't know that there's a different way to do things, continuing with the status quo is acceptable. From your perspective your marketing strategy checks all the boxes you know exist. Keeping your marketing strategy the same month over month and year after year without altering your tactics can be understood if it appears fully developed. I'm here to shine a light on new possibilities so you don't have to keep doing the same things over and over without seeing new results.

There are hundreds of digital strategies you can implement into your pre-existing marketing strategy. I'll cover two you may not be aware of.

### Listing Optimization

There are countless online directories you can list your business on. Listing Optimization

or Listing Distribution is the act of disseminating the optimized information surrounding your business. Depending on your industry there may even be specific directories built uniquely for you. The advantage of these directories is that they provide direct access to your customers. You may be familiar with Google Listings or Apple Maps, when you search for 'Pizza' these directories recommend nearby pizza options. This isn't random and it's not without strategy. Every listing you see on any platform was either painstakingly input by a business owner in hopes of grabbing your attention or dispersed strategically by a marketing team.

When it comes to implementing this tactic and interweaving it into your current strategy you have two options. Do it yourself, which if successful, could entail countless hours of research finding the right directories, submitting your listing to hundreds of sites, and attempting edits to existing false information. The second option is what most business owners opt for. This entails hiring a team to distribute listings for you. Many marketing teams have partnerships with these directories to streamline the process cutting the cost of this service drastically.

If you opt to do it yourself you can find a guide to building your own listings at [coffeefueled.net/diylistings](http://coffeefueled.net/diylistings)

### Social Media Live Streaming

Everyone has heard of social media in some capacity. Some are avid users amassing huge followings, others simply want to keep up with their grandkids as they grow up. Regardless of the reason there are currently 3.8 billion people using social media in 2020 and you have the ability to reach them.

Most people will give you general social media advice. This includes creating an account on all social media platforms with uniform branding, posting quality content consistently, and engaging with your audience regularly. What many fail to mention is that live streaming is the most effective way to build a loyal audience.

Be creative in the way you choose the live stream. Here are some quick ideas. To get the maximum amount of effectiveness out of these you should already be implementing other social media strategies.

Idea 1: Weekly Q & A with the Business Owner: This helps bring a human element to your brand and it makes you seem more approachable. People prefer to know who they're supporting so having the opportunity to have a full conversation with the business owner will incentivize them to purchase through emotional marketing.

Idea 2: Highlight a Product or Service: Each

*Continued on page 10*

# CVC: Our Data Speaks Volumes *Continued*

*Continued from page 7*

COVID-19 sales. Knowing your unduplicated audience number allows you to sell to advertisers who are already using print, but may not be using your publication. Sometimes you get good news and sometimes you get bad news, but knowing your unduplicated audience is essential.

## **SAMPLE:**

Which of the following publications, if any, do you read on a regular basis? *(Check all that apply.)*

☐ Blue Ridge Country

- ☐ Coastal Living
- ☐ Country Living
- ☐ Garden & Gun
- ☐ Martha Stewart Living
- ☐ National Geographic
- ☐ New York Times
- ☐ Smithsonian
- ☐ Southern Living

## **STEP 2: Promote the study to your readers.**

Run house ads, link the study to your website, post a link on your social media accounts,

and use email newsletters/blasts to promote the study to as many people as possible.

## **STEP 3: Promote your results.**

After the study is completed the most important work begins. Do a 30-minute webinar with your research provider so your reps know how to calculate sales, understand the strengths and challenges of your publication, and are ready to sell.

CVC provides two free studies to its members each year. For more information, email Tim Bingaman at [tbingaman@cvcaudit.com](mailto:tbingaman@cvcaudit.com). 📧

# The “News Guru” Speaks *Continued*

*Continued from page 8*

people who live in the community, plus great photos and good layout make for something that will interest most members of a community.”

- “Give readers and advertisers more than they expect”

- “Always under-promise and over-deliver.”
- “Believe in your product. Those who work for a newspaper, really work for their communities. It’s a privilege and it’s a service.

I couldn’t have said it better.

In my next column, we will look at a soft-

ware product that just might change the way we design newspapers. 📧

*A personal plug: If you haven’t already, check out my fictional books, “The Good Folks of Lennox Valley” and “Who Killed A.J. Fryerson?” Both are now available wherever books are sold and follow the exploits of a small-town weekly newspaper publisher as she searches for truth in a community with shady politicians who will do anything to discredit her.*

# Coffee Fueled *Continued*

*Continued from page 9*

week you can choose a different product to speak about on your Facebook page. Depending on your industry this could be a new product you’re featuring or a car you’re trying to sell by highlighting its features.

Idea 3: Interview an Employee: Let your cus-

tomers get to know your employees. Each week feature an employee in your live stream and ask them relatable questions to help customers get to know them better.

When you learn of a better way to do something you should do it. This is your opportunity to change things up and give your business the

best chance to thrive. Are you ready to try something new to reach new customers? 📧

*Bethany is a marketer genius, author, and thought shaper. She builds marketing strategies for some of the largest celebrities and brands around the world. With 10+ years of experience in branding, strategy, and design she has amassed boundless knowledge to assist in any industry. Find her online at [coffee fueled.net](http://coffee fueled.net) or on social media @coffee fueled on most platforms.*





# Parent Your Parents

## Best Care Options

– H. Frances Reaves, Esq.

During the journey many of us will take with an older family member there will come the juncture of whether to have in-home care, a move to a smaller place or a move to an assisted living facility.

On an emotional level, we all think it's better for everyone if they stay in their home with in-home care. That works if family members are within a 15 minute drive. If this isn't the case, then one must really begin to think about "the best care."

The best care means the best for everyone concerned. These are tough issues and we tend to put off these decisions until they need to be made. That is the wrong time — you're under an amazing amount of pressure, emotions are swirling and not all family members agree on the definition of "best care".

My father always said he was going to die in his home. That he would only be taken out "feet first". The children always went along with him because there was no need to rock the boat. Mother, whose dementia was getting worse, would agree with Dad.

In order to accommodate Dad, we hired a caregiver to come in three times a week to "entertain" Mom. The bad news – caregivers don't stay forever. (In this case it was six months, which is a

long time in the caregiver world.) We hit the jackpot with our first one but then the next three simply didn't do the job. They were late, or wouldn't show up . . . all the usual employment issues.



Several questions must be asked:

- How many family members are living in the home?
- Do both need care?
- How mobile are they?
- Does anyone drive?
- Do they need 24-hour care or will 4 to 6 hours, three times a week suffice? Does anyone have dementia / Alzheimer's?

Once these questions are answered, it's easier to come up with a solution. Following are some

practical things to think about:

- How much money is there?
- Is there a Long Term Care policy?
- Do you need to be "Medicaid ready"?
- Are there other benefits for which a family member is eligible?

In the case of Mom and Dad, we had a catastrophic event and we had to move them from their home to a totally new location. This is why asking your parents what they want done in their 'final chapter' is so important. It's an extremely difficult conversation and we tend to avoid it. DON'T! If you don't think you're capable of having this discussion, hire someone to assist. Often loved ones hear bad news better from outsiders.

Each journey with aging loved ones is separate and often stressful. That is why it's incumbent upon the family to discuss wishes and needs before they must be implemented. 📌

*A graduate of University of Miami Law School, Frances spent ten years as a litigator/lobbyist. Today, she is an accomplished business woman who, when her parents could no longer take care of themselves, learned the ins and outs of senior care (or the lack thereof). She founded Parent Your Parents to assist seniors and their children through the myriad of pitfalls and options of "senior care" in the 21st century. If you have any questions or comments contact Frances at [hfrancesr@parentyourparents.com](mailto:hfrancesr@parentyourparents.com)*



# Ad-Libs Sales Training

## *Advertisers Who Resist Change*

– John Foust

Colleen is a veteran ad manager who has worked with just about every type of advertiser. “One of the most challenging prospects was a second-generation owner of a building supply company,” she told me. “He had a loyal base of long-time customers, but his market share was declining.

“Every advertiser wants to attract new customers,” she said, “but his case was more complicated. Although they had state-of-the-art products and services, the company’s public persona was stuck in the past. His logo and ad layouts looked ancient, and the copy was stilted. He adamantly resisted changes and told us, ‘My father started this company and he had special ad formats. If those things were good enough for him, they are good enough for me.’”

Motivational speaker Zig Ziglar and others have told the story of the bride who suggested cutting off the ends of a ham before putting it in the oven. When her husband asked why, she said her mother did it that way. Being a curious sort, he called his mother-in-law, who told him that her mother did it that way. Then he called grandma, who explained that she cut off the ends so it would fit into her small oven. The original reason for cutting the ham had disappeared when the family got larger ovens, but the practice remained. The point: it’s not a good

idea to do things a certain way, because they’ve always been done that way.

All those years ago, Colleen’s advertiser’s father had sensible reasons for his advertising approach. But a generation later, those reasons weren’t quite so relevant.

*Here’s a proven way to handle an advertiser who resists change.*

“We handled it by putting together a special presentation,” Colleen said. “The first step was to help him understand that it was okay to change. We showed him a few examples of well-known brands that have updated their advertising. To make it as objective as possible, we used one old ad and one new ad from industries that weren’t related to his business – automotive, electronics

and a department store. The ads were easy to find online.

“We told him, ‘When your father started this business, he must have shown a lot of creativity in adapting to the marketplace. That’s why the business grew so much over the years. I think he would have continued that approach today.’ Then we got his permission to put together some ideas – with the promise that the ads would honor his company’s history.

“He agreed on a new logo and updated ad designs. And we ended up with a campaign with a ‘what has and hasn’t changed’ theme. One ad featured side-by-side photographs of the original and current stores. One had photos of their old and new delivery trucks. And one ad featured a picture of father and son at work. Of course, the ‘what hasn’t changed’ element was their commitment to customer service.”

Colleen’s advertiser was happy with the results. “He liked the ads,” she said. “And they worked.” 🎯

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# Paper Dollars: Marketing Ideas

## *A Look Back in Time*

– Peter W. Wagner

Here's an easy-to-sell special section sure to liven up a sports section during either a scheduled or unexpected break in area scholastic sports. We annually use this featured section in our N'West Iowa REVIEW the Saturday between Christmas and New Year's when all the area high schools are closed and there are no live games.

We also may use the same format often if COVID-19 continues to strike the 17 high schools in our coverage area. Some of our schools already have canceled at least one football or volleyball game because COVID absences reduced their teams below the numbers needed to compete.

The Look Back sports section can be published in two ways. The first alternative is to feature a single area school that at one time or another had an exceptional, even state championship, year.

Following that plan the section would feature information on team's overall wins and losses that year, some of the standout players, the coaching staff, the playoff record and most importantly the player and fan experience at the "big" game. It could also include some "Where are they now" follow-up stories about some of

the players, coaches, the administration and both the student and adult fans.

The opportunities to sell display ads are endless. There also should be a community support page.

The second choice is to do a special section annually for each of the area's key high school

you desire to create the section.

The best thing about this approach is it allows the paper to annually move one year earlier or later to get an entirely new selection of featured teams and a wide variety of markets in which to sell general advertising and community support ads.

The section, because it features so many past high school sports stars who are now part of the adult community, also is good for building readership and subscriber loyalty.

Price points for the ads can be standard rate card or set at a premium. All display advertising should be sold in process color only and modular (eighths, quarters, halves, full) to get the most return from the available ad space. Selling only modular ads also gives the page designers clean,

open spaces to create visuals sure to draw in the reader and please the advertiser. 📍

*Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. Wagner can be contacted by emailing [pwv@iowainformation.com](mailto:pwv@iowainformation.com) or calling his cell at 712-348-3550.*





# Sales Talk by Bob

## *Successful Ways to Get New Business*

– Bob Berting

One of the biggest wastes of time for an advertising salesperson is the number of sales calls to call on and close a prospect. Over many years, the consistent message has been that 80% of sales are made after the fifth call—and in some cases, well beyond the fifth call. This effort only happens because advertising salespeople keep calling through dogged determination. When the sales manager wants to know why so many calls have been made on a prospect, many times the answer is about building a relationship and this takes time.

**More Effective Prospecting** – Let's start off with some basic guidelines that will be helpful to know. First of all, patience is a virtue that needs attention. The prospect is usually impatient. They want to get into price and product right away which might cause the salesperson to be confused about what to say. On the other hand, the salesperson could also be impatient, thinking they have given all the benefits of their publication and the prospect isn't buying his or her presentation.

**Be a Trusted Advisor** – When prospecting, it's wise to think about thoroughly understanding the business of individual prospects. The mindset has to be helping them with the right combination of ideas and solutions that will achieve their objectives. This means being an expert in all advertising solutions and asking the right questions.

**What prospects do you call on?** – Think about the businesses where you speak their language. Are

they a business that has the size and ability to take on more business? When you do a Google search for that business, don't just look at the first page of rankings, but look at the second, third and fourth pages where those businesses need more help. Sometimes it pays to stay with the same type of business until you've sold a few of them.

**Questions to Think About** – Really dig into the following questions:

- What do they sell—how do they make money?
- Who are they selling to—what target groups?
- What are the buying factors—what do their potential customers care about?

**More Effective Advanced Planning** – Check out their website. Make a list of things NOT on their website and prioritize them. Then do a Google search. Many times there are extremely valuable bits of information like “10 questions to ask a particular business”. Some of these questions may be questions that can be answered on the prospect's website. It's all about thoroughly understanding their business or industry.

**Approaching the Prospect** – Actually the best way is still to do it in person. If the preference is to contact them first by phone, then talk to the right person on the phone. Many times you need to ask for the person who is either the owner or a management person who can authorize an advertising program. If you leave a voice mail message, a very

effective message can be, “I couldn't find this on your website and I wanted to talk to you about it.” If by e-mail, the subject line can have three quick questions, again with the same reference to their website. Body copy in an e-mail is more effective in bullet format rather than paragraphs.

**Thoughts About Gatekeepers** – Ask for their name. Remember their name. Sometimes you have to treat them as if they are the decision maker. Ask for their opinion. In most cases, they will decide who to let in to see the actual decision maker.

**Saving Tons of Time and Effort** – The flow of actual contact calls with a prospect can be divided into the following sequence:

First Call—Establishing Credibility

Second Call—Building Trust

Third Call—Solidifying Belief

The goal is to make cold calling much more efficient by saving time and effort and by having a campaign or long-range program solidified and closed by the third call. 📌

*Bob is the author of four e-books for the newspaper industry, which can be ordered on his website: [www.bobberting.com](http://www.bobberting.com). Bob is a professional speaker, advertising sales trainer, publisher, marketing consultant, and columnist in many national and regional newspaper trade association publications. He is the president of Berting Communications and can be reached at [bob@bobberting.com](mailto:bob@bobberting.com) or 317-849-5408.*