

MEDIA FOCUS

Magazine by Florida MEDIA Association.org

NORTHEAST FLORIDA EDITION

Come Grow With Us!

by Justo Rey

See Page 7

The Legacy of Steve Blais

by Tom Lindley

See Page 11

Digital Strategies Any Business Can Implement

by Bethany Williams

See Page 9

Jacksonville



Supporting the Success & Growth of Our Members

It's All In The **PROCESS**

BREEZE PRINTING

Full Service Print Shop

Newspapers • Tabloids

Magazines • Coupon Books

Newsprint and Glossy Papers

Mini-Books • Featuring UV Printing

Automotive Flyers/Mailers

Real Estate Pamphlets

PRE-PRESS: State of the Art Pre-Press technology.

PRESS: 24 unit DGM 430 press line capable of printing
48 page tabloid pages & 24 broadsheet pages all full color

BINDERY: Full service bindery including saddle stitching
as well as glue and trimming

MAILING: Complete mailing system that can target your specific market.
Mailing list or EDDM we can do it from start to finish!

Professional Staff, Award-Winning Staff,
Commitment to Quality

Get the **MOST**
out of your Printing!



**BREEZE
PRINTING**

239-425-8861

Visit Breezeprinting.net

email: rbrown@breezenewspapers.com



MEDIA FOCUS

Magazine by Florida MEDIA Association.org

CONTENTS

Published monthly for the benefit of
members by the
Florida Media Association

President

Justo Rey

Publisher

Glen Fetzner

Editor

Barbara Holmes

Director of Advertising

JW Owens

e-mail: JWOwens@mediaoms.com

Layout & Design

Ellie Marquez Sr. Artist

DEADLINES: The next issue of Florida Media
Association Magazine
for all copy is
the 15th of every month.
Copy will be accepted on a
space-available basis and the publisher
reserves the right
to edit or reject any material.

3727 SE Ocean Blvd.

Suite 200

Stuart, FL 34996

863-634-8499



©2020 by Media Focus Magazine®.

All rights reserved. Reproduction in whole or part
without written permission is prohibited.

4

Board of Directors and Staff

5

Our Roots

6

Spotlight Focus

7

JUSTO REY

From the President's Desk

9

BETHANY WILLIAMS

Digital Strategies Any Business Can Implement

10

DOUG PHARES

Why Are You Wasting This Crisis?

13

ELAINE'S SALES CORNER

My Personal Story Surviving COVID-19

15

TIM BINGAMAN

CVC-Our Data Speaks Volume

16

JUSITN GERENA

6 Reasons to Start a Web Design Business
During COVID-19

17

JOHN FOUST

Too Many Opinions Spoil a Presentation

19

DONNA HANBURY

Postal Pieces-Updated Mailing Lists May
Be Required

21

PETER WAGNER

Get Real-Always Attempt Three Closes When
Making Sales Calls

23

KEVIN SLIMP

Dailies vs. Weeklies 2020 Publishers Survey:
Examining the Differences

29

BOB BERTING

Ways to Keep Your New Customer During
the COVID-19

A monthly publication provided by the FLORIDA MEDIA Association.
Our mission is to bring news and resources to the media industry.

Got a newsworthy event going on with your business or your staff?
Send the details and any photos for consideration to JW Owens at: jwovens@mediaoms.com.

BOARD OF DIRECTORS and STAFF



PRESIDENT
Justo Rey

Islander News
Key Biscayne, FL



VICE PRESIDENT
Farris Robinson

Hometown News
Daytona, FL



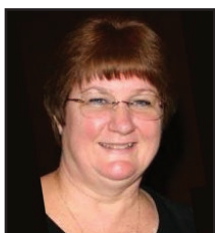
SECRETARY
Wendy Murray

Senior Life Magazine
North Ft. Myers, FL



TREASURER
Glen Fetzner

Ocean Media Solutions
Stuart, FL



EXECUTIVE DIRECTOR
Barbara Holmes

Ocala, FL



DIRECTOR
Dan Autrey
Tampa Bay Newspapers
Seminole, FL



DIRECTOR
Renee Brown
Breeze Newspapers
Cape Coral, FL



DIRECTOR
Elaine Buckley
Ocean Media Solutions
Stuart, FL



DIRECTOR
Vinnie Grassia
Jacksonville, FL



DIRECTOR
Susan Griffin
OPC News
Ponte Vedra Beach FL



DIRECTOR
Cristina Jones
Florida Mariner
North Port, FL



DIRECTOR
Mike Jones
Florida Mariner
North Port, FL



DIRECTOR
Jay Rey
Tampa Bay Newspapers
Seminole, FL

The Florida Media Association (FMA) is a member-driven organization, led by elected and appointed board members who set the group's direction and oversee its administration.

Policies and ongoing activities are influenced by FMA's standing committees. Day-to-day operations are conducted by professional staff headquartered in Central Florida. Membership in FMA guarantees you the opportunity to network and learn from the best the industry has to offer.



Florida Media Association publications reach:

- All household incomes.
- All educational levels.
- All age groups.
- All ethnic and demographic groups.

The Florida Media Association has long been an association representing publishers of free-circulation community papers reaching approximately 1.58 million homes and 2.97 million readers weekly, but we're changing with the times!

Along with our longtime membership of free-circulation print products, we are opening the ranks of our membership to include any organization that creates and distributes information or entertainment products by any of the multitude of available media, including but not limited to print, radio, broadcast, cable, web or social media, and we invite you to... **Come Grow With Us!**

Our Roots

Free papers were practically unheard of until the latter part of the 20th century. But as free papers began springing up in the Sunshine State, the idea of an association to represent them was born. The exact date is unknown, as records were either lost or simply not kept; so that part of the association's history is subject to change depending on who's telling it.

What we do know is that for roughly 35 years prior to its official organization date in 1990, Len and Arline Hawken of Flashes Shopping Guide in Stuart hosted informal biannual meetings for statewide free distribution publishers. Conferences were held twice a year and a statewide classified network was begun under the leadership of longtime Executive Director Dave Neuharth.

The Florida Media Association (FMA) was incorporated in 1990 as the Florida Advertising Publishers Association (FAPA), a not-for-profit corporation. A name change to Free Community Papers of Florida (FCPF) occurred in 1997, and the company's name changed again in 2002 to the Community Papers of Florida (CPF). Finally, in 2018 the association's name was changed to Florida Media Association (FMA) to better reflect the association's new core mission to include additional media types.

Spotlight FOCUS



**Digital Strategies
Any Business Can
Implement**

by Bethany Williams



**From the
President's Desk**

by Justo Rey



**Why Are You
Wasting
This Crisis?**

by Doug Phares



**6 Reasons to Start a
Web Design Business
During COVID-19**

by Justin Gerena



**Too Many Opinions
Spoil a Presentation**

by John Foust



**Our Data
Speaks Volumes**

by Tim Bingaman



**Elaine's
Sales Corner**

by Elaine Buckley



**Dailies vs. Weeklies:
2020 Publishers
Survey**

by Kevin Slimp



**Updated Mailing
Lists May Be
Required**

by Donna Hanbery



**Always Attempt
3 Closes**

by Peter Wagner



**Simple Ways to
Promote Your
Publication**

by Bob Berting

Media Focus Magazine is dedicated to keeping the industry informed on key issues, topics and industry news. If you have any items of interest that should be shared with people throughout the media industry, simply email them to jwovens@mediaoms.com. We welcome your input, appreciate your readership and look forward to your contributions to our content.

Media Focus Magazine is not liable for errors appearing in advertisements beyond the cost of the space occupied by the error, and notification must be made in writing within ten days of publishing. The right is reserved by Media Focus Magazine to edit, reject, or cut any copy without notice.

From The President's Desk

JUSTO REY - President
Islander News
Key Biscayne, FL



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 now biweekly, 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-received **"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, October 14 at 4:00 p.m. for a "City Anniversary Milestone"** presentation by Val Harring of Breeze Newspapers. She 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!

Do you know what **"Geofencing"** is? Are you successfully using this marketing tool to make money? If not then you definitely want to tune in to a presentation on the subject by Andrew Caracciolo and Paul Brown from Hometown News and Doug Pleus from Tampa Bay Newspapers on **Wednesday, October 28 at 4:00 p.m.** They are successfully using Geofencing marketing and will be sharing their secrets with us that day.

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 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!**



(<http://floridamediaassociation.org/>)

THE FLORIDA MEDIA ASSOCIATION'S OFFICIAL HOME

You knew us for many years as the Community Papers of Florida, but we're changing with the times! Along with our longtime membership of free-circulation print products, we are opening the ranks of our membership to include any organization that creates and distributes information or entertainment products by any of the multitude of available media, including but not limited to print, radio, broadcast, cable, web or social media, and we invite you to...

Come Grow With Us!

Newspapers • Magazines • Shoppers
Book Publishing • Directories • Digital Media

On-Demand Access to Tenured Professionals
Meeting Multi-Media Business Challenges
with Foresight & Precision

APPRAISALS ACCOUNTING BROKERING

Proud to be the Expert Media Financial Valuation
Resource for "Forbes 400 List of America's Richest
People" 2020, 2019, 2018, 2017, 2016 & 2015

Accounting, Tax, Debt Management, Entity
Formation, Valuation & Financial Advisory Services



The Only Way To Reach a Goal is to Have One!

KAMEN & CO. GROUP SERVICES, LLC

Media Appraisers, Accountants, Advisors & Brokers
(516) 379-2797 • 626 RXR Plaza, Uniondale, NY 11556
info@kamengroup.com • www.KamenGroup.com

SCC STEEL CITY CORP

Your best source for circulation and distribution supplies!



800-321-0350

scity.com



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

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 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 customers 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 coffeefueled.net or on social media @coffeefueled on most platforms.



Doug Phares

Why are you... **WASTING THIS CRISIS?**

Originally published in E&P. Reprinted by Permission

It doesn't take much to have a negative outlook right now. Times are uncertain, and none of us know exactly how or when the pandemonium will be resolved. But rather than hunker down until the crisis passes, I would encourage you to consider the adage recently popularized by Rahm Emanuel, "A crisis is a terrible thing to waste."

Before we take this thought experiment into the larger scale, reflect on what the COVID-19 pandemic has changed for you. You can probably list more than a few things: remote work, video meetings, new communications channels, kids underfoot, the list goes on. The crisis has forced you to make substantial changes. And while many of us wait for things to "return to normal," instead I would posit that things will not be returning to "normal," and that a return to normalcy would not be in your best interest, regardless.

To illustrate the underlying issue here, I recently engaged with partners of a dynamic fitness center. They're a remarkably forward-thinking duo, and prior to the ongoing public health crisis, they routinely filled their two studios with a dozen daily classes with up to 60 people in each. They employed 40 trainers, had an extensive off-location class system as well as personal training programs. And they did well, even managing to open a second studio in 2020 and build a community around their program and philosophy. Then March came and COVID came in full force. Their customers suddenly didn't want to be herded into jam-packed rooms, and then gyms were legally required to close. These were people who had created real community and suddenly had it all collapsed. And like a lot of clever, innovative people, they sat back on their heels and had no idea what to make of the situation.

But unlike many people, after the initial shock, they got to work. Their first focus was "keeping the community together and with classes." Immediately they started free Facebook livestreams and offered virtual classes that bore a some resemblance to the original schedule.

They began doing, watching and modifying. This included everything from testing new software, planning new strategies, and just investing in new everything because their old method simply was not going to work in the foreseeable future, if ever again. They very quickly figured the days of packing rooms with people six inches apart were

input. These partners also reached out and asked what people liked, if they wanted more video classes, if they wanted classes streamed live, etc. And their numbers right now aren't what they were six months ago, but they're staying afloat and positioning themselves to succeed, which is all that any of us can hope for during a crisis.

You might feel tempted to think of this as a temporary stop-gap. Sure, they can go online or limit class sizes for a little while, then they'll shift back to normal once the crisis has passed. But that just isn't happening. The public consciousness is not going to forget these events within a

number-one seller, the iPod. After all, an iPhone was a strictly better version of an iPod, so why would they voluntarily destroy their most popular product?

As Jobs pointed out: Somebody is going to take the spot of the iPhone, and it may as well be us. And he was absolutely right; if you're afraid to cannibalize your work, you only give your competitors the chance to do it for you.

That's the challenge facing managers and owners right now, and it's one that I hope you'll find the confidence to rise to. If you need a place to start, try asking yourself what your competitors do that you've always envied or wanted to try. Then look for your in. Whether that's nascent technologies, an innovative marketing campaign, improved brand messaging, or altogether new services, you will never find a better time for change than right now.

A native Chicagoan, Doug Phares describes himself as a 'recovering CEO' having run the Sandusky News Group (SNG) during the challenging 2010s. Under his direction, SNG's 12 operating units were at the forefront of digital audience and revenue programs. They operated the first "newspaper" based digital agency in the country. After the sale of SNG, he founded Silverwind Enterprises, a firm focused on acquiring and operating a diversified portfolio of businesses in the Tampa Bay region and providing M&A and management consulting to the media industry. Doug can be reached at 727-350-2051 or via email to: doug@silverwind.biz. Visit Doug on the web at www.silverwind.biz.

*My biggest piece of advice
is to take this opportunity to
undermine yourself.*

not coming back soon. There were hiccups, but through trial and error of digital sign ins, an application to manage classes and memberships, and other technological shots in the dark, they can now provide their services without packing rooms full of people.

As they were changing, they included their customers in the dialogue. In a fantastic newsletter, they essentially told their customers, "We cannot imagine ever going back to the time where we could always fit just one more person into our classes. We'll have to manage differently, limit attendance, and turn away the person who wants to join a class at the last minute. We may have to charge more, but we are still going to be here for you and our community."

More than just telling customers the situation, though, they asked for

business quarter or a calendar year. We will all have to live with these events for years to come, and it's in your best interest to start thinking of what the new normal will be and how your business fits into it.

My biggest piece of advice is to take this opportunity to undermine yourself. And what I mean by that is: Get in the way of old plans. Do things today that didn't make sense six months ago. Whatever rules or limitations were holding you back before have officially been suspended, and the only way you're only going to fit into the new normal is if you can make big changes to meet these new needs.

It's easy to invoke the name of Steve Jobs, but I think one particular moment feels especially poignant today. When Jobs gave the stamp of approval to the iPhone, a lot of his colleagues worried that it offered too many features of their

The Legacy of Steve Blais

by 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 organization 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.

ARE YOUR MEDIA SALES...



Just floating?


HELP YOUR TEAM...



Soar instead.

SOAR TO NEW HEIGHTS WITH **ASK-CRM** A GAME CHANGING SALES PLANNING TOOL

ASK-CRM is an "affordable" newspaper-centric CRM designed to drive revenue and help your account executives and managers be more productive.

- ♦ Account history complete with prior ad images available anywhere, anytime
- ♦ Churn analysis identifies advertisers and their lost revenue
- ♦ Call reports / mileage logs automatically delivered each morning
- ♦ Goals tracking functionality keeps everyone focused
- ♦ Email validation ensures your messages actually get to the inbox
- ♦ Email marketing campaigns driven by transaction history and other local criteria
- ♦ Text message (SMS) marketing campaigns provide a another way to reach clients
- ♦ Proposal generation tool helps sell your entire portfolio versus one pub/ad at a time
- ♦ Buyer intention seamless integration of  CVC audit data makes it easy for your sales team to close more business
- ♦ Mobile interface provides instant access from tablets and smart phones alike

We do all of this and so much more in "ONE" tool!

Reach out today to learn what many of your friends have already discovered!



ASK-CRM
tools to streamline media selling

Robin Smith, Founder/President

robin@ask-crm.com

Call: 301.859.4777 Text: 301.800.2275



Elaine's



Sales Corner

— Elaine Buckley, President of *My Living Magazines* in Florida

My Personal Story “Surviving Covid-19”

So it happened, the words “Elaine, you tested positive for Covid-19.” After the initial pause and my heart racing, I said to the Nurse on the phone, “Now what?”

She said, “Well, you need to quarantine for 14 days and stay home.”

I said, “That’s it? I don’t need to check into the hospital or take some sort of medicine?”

She said, “Do you feel like you need to go to the hospital?”

I thought for a minute, and said, “No, I don’t,” but when I hung up, fear set in...

In the spirit of not discussing politics or religion, I have to admit that after all the news media and some of my family warnings, I was suddenly afraid I was going to die! Here I am, one of those “high risk” people who is a Type 1 Juvenile Diabetic, 65 years old, and starting to feel symptoms! Yes, I was sick, and over a period of 5 days, I was really sick with a bad headache, loss of smell and taste, and it took about 10 total days to feel back to myself. During this critical time I realized it was going to be this overwhelming fear that I needed to overcome! I received many calls from my friends and family, some naysayers and others that reminded me of some real statistics that most likely I would survive! It is with that positive encouragement that I found myself giving positive affirmations, as I typically did throughout my sales career. I said things out loud like, “I am going to survive, it is not going to be a death sentence. I am going to go back to Florida (where I caught the virus) and our company is going to do better than ever!”

With that said, there were several nights that I woke up scared with pictures in my head of people on ventilators and dying

in my exact health situation, and I said, “NO, NO, NO! That is not going to be me!” If anything else, the thought of getting this virus is all about FEAR! I made a conscious decision that I am a seller and I am going to sell myself right to recovery! I called on my strong faith in God, and my years of being in Sales! The many times where I had to pick myself up and stay positive, especially when we lost those big accounts and we weren’t making our revenue goals, I literally pictured that funny looking cauliflower-shaped red circle that they show as an example of the Coronavirus, and I said, “Get out of my body!”

Honestly, I started feeling better and better every day, and after 21 days, I tested Negative! Hallelujah!

It is impossible to cover everything that happened afterwards in this little article, but I will say this... All of the negative people who said, “You should have been more careful! Wear a mask, wash your hands, and practice social distancing,” and, “You shouldn’t have been traveling to a high risk state like Florida. You shouldn’t have been calling on customers in person!”


You shouldn’t have done this and that, well I say this... I did do all of that and then some, and I still caught the virus! One of my fellow co-workers had COVID-19 and gave it to 3 others in our office, and all 4 of us have since been back to work and recovered! All I know is that I had a responsibility to my sales team to come back as their leader and show them that they too (eliminating the fear)

can survive COVID-19! Are there people that weren’t so fortunate and who died? Yes. Will there be more in the future? Most likely. But, I called upon my positive attitude and outlook and it worked for me!

The good news is that I am back in Florida and going out in the field with my sellers, but the difference is that I now have the confidence that if I got it again (highly unlikely), I would do the very same thing. I still wear a mask (I do it out of respect for others), and I still encourage everyone to do their part in social distancing.

Since returning to Florida, we are reaching record high sales, our sales staff is calm, and although they were initially worried about the 4 of us, they continue to see their clients in person and they are less fearful.

Bottom-line — what is the message? It is not about how I personally overcame COVID-19, or even that COVID-19 is nothing to be fearful about. What I am trying to convey is that with a strong mind, analyzing some real statistics of survival, plus a whole lot of positive thinking, you too have a better chance of surviving! Like those of us typically do in Sales, we assume the sale and imagine the outcome! I knew I was going to survive! Hopefully, this will encourage each and every one of you to call upon your wonderful sales skills and simply BELIEVE in you! Thank you for letting me share this very personal story with my fellow sellers in Florida!



*We specialize in
the art of printing!*

Customer Satisfaction
and Competitive Pricing.

More than Just printers...
We are Publishers Too!

Keeps Up with the
Latest Technologies

Your One-Stop
Print Resource.

Newspapers • Publications • Shoppers • Catalogs
Magazine • Directories • Coupon Books

College Course Catalogs • Advertising Supplements
Business and Financial Periodicals • Free Standing Inserts



Trumbull
PRINTING

205 Spring Hill Road
Trumbull, CT 06611

203.261.2548

www.trumbullprinting.com

Our Data Speaks Volumes



Tim Bingaman

CIRCULATION VERIFICATION COUNCIL (CVC)

During the COVID19 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 COVID19 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

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

Landscaper

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 COVID19 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 their members each year. For more information email Tim Bingaman at tbingaman@cvcaudit.com.

Tim Bingaman, CEO
Circulation Verification Council
12166 Old Big Bend Road, Suite 210
St. Louis, MO 63122
Phone: (314) 966-7711
Fax: (314) 822-0666
Email: tbingaman@cvcaudit.com
www.cvcaudit.com
Follow us on Twitter
Become a Fan on Facebook

6 Reasons to Start a Web Design Business During COVID-19



Justin Gerena

Have you been thinking about starting your own web design business? Don't put your entrepreneurial dreams on hold. Despite COVID-19's impact on the global economy, many industries are flourishing and businesses everywhere still need a website. In fact, this is a great time to build and sell websites to local businesses in your area. Here are 6 reasons why you should start a web design business during COVID-19.

1) Web design is in high demand

With the recent COVID-19 pandemic sweeping the country, businesses everywhere are being forced to close the doors to their physical store fronts and offices. Running a business “virtually” requires merchants to think outside the box and invest in building a strong online presence. Small businesses everywhere need a website now more than ever and affordable web design is in high demand.

2) You're stuck at home anyway

As we continue to face social distancing, self-quarantine and stay-at-home orders, millions of Americans are stuck at home. Even common leisure activities like sporting events, dining, movie theatres and health clubs are closed. Why not use this new-found time as an opportunity to start your own home-based web design business?

3) Local businesses need your help

As the economy continues to take a hit due to COVID-19, a lot of small businesses are fighting to survive. In many cases, a website is the only way they can continue to operate, communicate with customers and even sell their products/services online. Starting your own web design business can not only be financially rewarding, but it also feels good to support your local economy.

4) You can use the extra cash

Let's face it - even if you've been fortunate enough to keep your job, we can all use some additional income. Whether you have been spending more on groceries, cleaning supplies or child care, the recent coronavirus pandemic has brought on many unforeseen expenses. Starting your own web design business can be a great way to generate additional income that you can count on for years to come.

5) The future of the economy is uncertain

While some states have been able to suppress the spread of the virus, other states are seeing spikes. Whether or not we will see a surge in new cases in the coming months is still uncertain. While the economy is slowly starting to recover, what happens if it comes back? Will you be prepared? Will you have a job? Don't roll the dice on your future – invest in yourself and start your own web design business today.

6) It's easy and affordable to start

Starting your own web design business has never been easier or more affordable to start. The SiteSwan platform gives you everything you need to start building and selling websites to local businesses with zero experience required. All you need is a computer or laptop, an internet connection and a little hard work to succeed. We offer affordably-priced plans that let you grow as you go, without any long-term contracts and without breaking the bank.

Don't put your entrepreneurial dreams on hold. COVID-19 has actually created MORE reasons for you to start a web design business now.



Too Many **OPINIONS** *SPOIL* *a* PRESENTATION



by John Foust, Raleigh, NC

Back when I was in the ad agency business, I made a logo presentation that turned into a fiasco. It was an uncomfortable reminder of the importance of a presentation environment.

This particular client was a real estate development company which was on a fast growth track. They were going through a name change and needed a sleek new brand identity for their newspaper ads, stationery and signage. We had been through preliminary meetings and this was the unveiling of (what I thought was) the final version of the logo.

The meeting started innocently enough. Dan, the company president, and I were in his office. We reviewed our previous strategy conversations and I summarized their long-term corporate image plans. When I showed the logo design, his face lit up in a big smile. He said, "That's exactly what we need," and described the steps they could take to replace their existing logo. Then he said, "Let's get a second opinion," walked out of his office and returned a minute later with their office manager. When she frowned and said she liked the old logo better, I could see Dan's enthusiasm fading. She had not participated in our strategy meetings – and she had no knowledge of the reasoning behind a logo change – but all of a sudden, she had become a key influencer in the decision process.

Dan said, "Wait here. Let's get another opinion." He invited several more people into his office. Within minutes, a group was huddled around his desk, critiquing the logo that I had spent so much time designing. They seemed to be competing with each other to see who could make the most negative

comments. It was a selling nightmare. They ignored my efforts to steer the conversation back on track.

The incident seems comical now, but it wasn't funny when it happened. One person said she didn't like the logo, because it had one of the colors in the Romanian flag. I checked later and learned that the Romanian flag is blue, yellow and red (I also learned that she was born in Romania, the only possible explanation for such a strange comment.)

It was no surprise that Dan rejected the logo design. Although he was a corporate executive, he frequently struggled with decisions. His attempt to get objective input from others had created a chaotic decision-making environment. The only solution was for me to go back to the drawing board to tweak the idea. When I presented that one, I explained that he was the only one in the company who was in position to make a fair judgment. I truly believed that he was uniquely qualified to see the big picture and make the decision. Fortunately, he took the compliment to heart and we had a positive one-to-one meeting which resulted in a sale.

The lesson was crystal clear. Too many opinions spoil a presentation. Do everything you can to limit the number of decision makers in the room.

(c) Copyright 2020 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. E-mail for information: john@johnfoust.com ■



IS YOUR MAGAZINE TRYING TO GROW MORE SUBSCRIBERS AND REVENUE?

WELL, **WE CAN HELP** WITH THAT.

Download our **FREE** ebook
 "The Ultimate Guide to Magazine Growth Hacks"
 and start growing now. www.flip180media.com/IFPA



Flip 180
media



COLLEGE PUBLISHERS
We Want You!
Merrimac PLUS
Helping newspapers succeed.

MerrimacPlus will organize your accounts with our CRM, give you stats on your publication, help you organize and pay bills and run output sheets to build your newspaper.

- Display ad entries and billing
- Classified ad entries and billing
- One step safe credit card payments
- All your accounting needs
- Post office mailing and/or subscription mailings
- Two dedicated support people

207.452.2476 • sfobes@merrsoft.com



SPARK
Digital Sales Group
"Igniting digital media advertising sales!"

INCREASE YOUR DIGITAL MARKET SHARE
HANDS-ON DIGITAL SALES TRAINING
800-917-0820
info@sparkdigitalsalesgroup.com

Did You Know? More than 50% of Your Advertisers Do NOT Have a Website!

Create Professional Websites for Your Clients with the #1 Website Builder for Print Publishers!

1 Professionally Designed Themes - Choose from our large selection of pre-designed themes or create your own.

2 Beautiful on All Devices - Our responsive design ensures that every site you create looks great on desktop, tablet and mobile.

3 Easy-to-Edit - Add text, photos, coupons, videos and more. It's so easy, you can grant your clients access to manage their site themselves.

4 Huge Profit Potential - There are thousands of small businesses in your area that need a website. Set your own prices and profit. Keep 100% of the sales.




2



4

NUMBER OF SITES SOLD	UPFRONT DESIGN INCOME	RECURRING MONTHLY INCOME	RECURRING ANNUAL INCOME
25	\$9,975	\$1,250/mo.	\$15,000
50	\$19,950	\$2,500/mo.	\$30,000
100	\$39,900	\$5,000/mo.	\$60,000
200	\$79,800	\$10,000/mo.	\$120,000
400	\$159,600	\$20,000/mo.	\$240,000
1000	\$399,000	\$50,000/mo.	\$600,000



Call now for a Free Demo: 1 (888) 958-6838
 Learn more at www.siteswan.com

Updated Mailing Lists May Be Required

This last week the Postal Service published a regulation in the Federal Register that would require mailers and mail service providers handling carrier route mailings to update their mailing list on a more frequent basis. (<http://floridamediaassociation.org/federal-register/>)

The current rule allows carrier route mailings to be updated every 90-days and, after an update, the list can be used for 180-days.

The proposed rule would essentially require updates to be done no less than every 60-days.

As a practical matter, it seems that most SMC members doing larger, shared mail programs are already updating their list this frequently or more frequently, to avoid stale data and waste of mailing pieces.

But for smaller mailers, free papers, or mailers working with printers that may not be “specialists” in the mail service provider / mailing list

business, it is possible that lists are being used by some SMC members that are only purchased or updated every six-months.

For SMC members that are not using the most current list, or paying for more frequent updates, this proposal could lead to increased costs.

According to the Federal Register notice, if approved, this rule would take effect in July 2021 and would require mailers to update their CASS cycle for carrier route mailings at least every 60 days.

For SMC members that are working with some other mail service provider or printer that does your list and labeling, you may want to ask if the provider is aware of this rule, and how frequently the provider has been updating its lists with the USPS CASS Standards.

For those SMC members that are more “marketers” or advertising sellers, I realize that all of these “initials” and acronyms can be confusing. If you are doing a shared mail program and doing some type of saturation letter or flat, and you are not in a simplified or EDDM type mailing, you are probably doing a type of mailing called enhanced carrier route – saturation. These mailings are in the Enhanced Carrier Route category of Marketing Mail. This is the category

POASTAL PIECES



Donna Hanbery
Executive Director

of mail subject to the 60-day update proposal. Other types of marketing mail for non-carrier routes such as a mailing to a customer list will be going from a 12-month update cycle to a 6-month cycle.

It appears the Postal Service's price filing may be issued as soon as October 9, 2020. As soon as filing is done, I will be working with PostCom staff and its counsel to get accurate charts and information about the possible impact of the rate and different products and drop ship locations.

Happy Fall – Ya'll

Donna Hanbery, Executive Director
Saturation Mailers Coalition (SMC)
33 South 6th Street
Suite 4160
Minneapolis, MN 55424
612-340-9350 Direct Dial

UNPLUGGED

Our daily struggle with digital over-stimulation is continuous and real. With emails, pop-up ads, and notifications, we are often in sensory overload. Printed content has tested better with brand recall than digital, and is often easier on the eyes. Bottom line: printed publications provide readers with a meaningful and memorable experience.

Cummings Printing is a third-generation family-owned company specializing in printing high-quality, short-run publications. We help you create compelling publications so your readers truly understand the allure of the printed word.

Contact sales at 800-647-0035 or
info@cummingsprinting.com.



Cummings
Publication Printers Since 1914
cummingsprinting.com

4 Peters Brook Drive | P.O. Box 16495 | Hooksett, NH 03106-6495 | 800-647-0035
[f http://www.facebook.com/CummingsPrinting](http://www.facebook.com/CummingsPrinting) [t @CummingsPrint](https://twitter.com/CummingsPrint) [e info@cummingsprinting.com](mailto:info@cummingsprinting.com)

RIGHTSource

YOUR ADVERTISING DESIGN WITH TSCS

***In by 7pm - back by 9am OR SOONER!
Revisions in 2 hours OR LESS!***

Web | Print | Billboard | Logos | Layout | Promotion

 **TIMES-SHAMROCK**
CREATIVE SERVICES
A Division of Times-Shamrock Communications

Desktop | Laptop | Tablet | Mobile

*Send or revise your ads from anywhere...anytime...
with our Internet capable ad tracking & proofing system.*

HAROLD F. MARION, MANAGING DIRECTOR
Phone: (570) 348-9108 • Mobile: (570) 489-5452
Email: hmarion@tscsdirect.com • Web: www.tscsdirect.com

ALWAYS ATTEMPT THREE CLOSES

When Making Sales Calls.

Selling newspaper and shopper advertising is more difficult today than it was just a few years ago. There's more competition online and in the traditional media. But the local market still has great potential and the possibilities for success still exist. Businesses want to advertise. They just don't know when, where, what and how. Local newspaper and shopper salespeople simply have to work smarter and harder to get their share of the business.

I have always encouraged our sales team to prepare to sell three levels of advertising every time they make an outside sales call:

First, an exciting, unique, community promotion or special section that will be offered that week only. Such an offer overcomes the "Let me think about it" objection since the promotion could be sold out and disappear at any moment.

Second, a special request for any "run of paper" or general advertising the business might be planning for that week.

And third, a low-priced "By-the-Way" quick and easy promotion that can be pitched and closed on the way out the door.

I'll clarify the process with some examples, but first I need to share a comment about the need to determine which customers might be most interested in the week's specific promotion before hitting the street.

Too often print salespeople predetermine — before calling on a slow-to-respond or physically distant advertiser — if he or she will buy the promotion. In doing so they do a disservice to the advertiser, the publication

and themselves. Rather than creating lists of customers who will NOT buy the promotion, the sales representative should be brainstorming who might buy it and WHY they should.

Often that list will grow larger and more beneficial if the salesperson allows their co-workers to suggest possible prospects. Too often even the most professional salesperson develops blinders when it comes to seeing the opportunities that await them on the street.

Once the list is fairly complete — but open to additional prospects along the way — it's necessary to plan the specific approach for each prospect. One business might buy the package because it is a way to invest in the community while another will buy because he thinks the promotion will make him look good. It's necessary to understand what features will excite the buyer before starting the call so the sales call can be centered on key closing points.

But, on the other hand, it is equally important to truly believe the package will benefit the buyer. Nothing long lasting ever comes from selling an expensive program to a client that does them no good.

I always consider the week's featured promotion or special section to be my door opener. It should be something fresh, or proven, new or expected because it is respected. But whatever it is, the "feature of the week" must be something the salespeople can really get excited about.

It has to be something — a prize giveaway, coupon book, citywide sale, championship salute or whatever — that will grab the buyer's attention

and give the salesperson the opportunity to share that story as well as two other attempts that call to close — or lose — the sale.

The first presentation needs to include information on how the promotion will benefit the community (every small-town business worries about a shrinking business district), how it will create new revenue for the business itself, what size ad would be best for that business, what to feature and include in the ad, and the fact that the salesperson is willing to gather and format the ad information for the advertiser.

Smart sales professionals might also share how the theme of the message might be spun off as part of point-of-purchase advertising as well as on the paper's website or on other local media.

But win or lose that sale, the door opener leads to other chances to succeed. Once a decision is made regarding that week's promotion, the salesperson should use the close relationship moment to ask about and obtain a share of whatever advertising is already planned for the next few weeks. The selling process might include readership demographics, other advertiser success stories, combination and volume rates, advertising copy and design services available at the publication and any deadline details.

But whether ROP is bought or not, the salesperson has one more — or third — chance to close a sale.

On the way out the door, with the client believing the sales effort is over, the salesperson turns to the prospective buyers

GET REAL



Peter Wagner

and says, "By the way, we're doing a salute to the (Boy Scouts, high school football team, new city recreational trails or whatever) and you can have your business listed among those at the bottom of the community support page for just \$50," or whatever the price. Most often, relieved to see the interview ending or perhaps embarrassed to having said no twice already, the client will respond with a positive "yes."

Building a personal relationship with the client, taking time to learn all you can about the details of the advertiser's business, making every effort to provide fresh ideas and making regular service and "friendship" calls are all good ways to connect with a prospect. Calling on that client with a ready 1, 2, 3 plan is the best way to turn that relationship in to cash in the bank.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. This free monthly GET REAL newsletter is written exclusively for State and National Press Associations and distributed by them to their members. To get Wagner's free PAPER DOLLARS email newsletter for publishers, CLICK HERE! The two monthly email newsletters contain information completely different than found in Wagner's monthly Publisher's Auxiliary column. Wagner can be contacted by emailing pw@iowainformation.com or calling his cell at 712-348-3550.



Fast, economical and high quality print – the PREFERRED way.

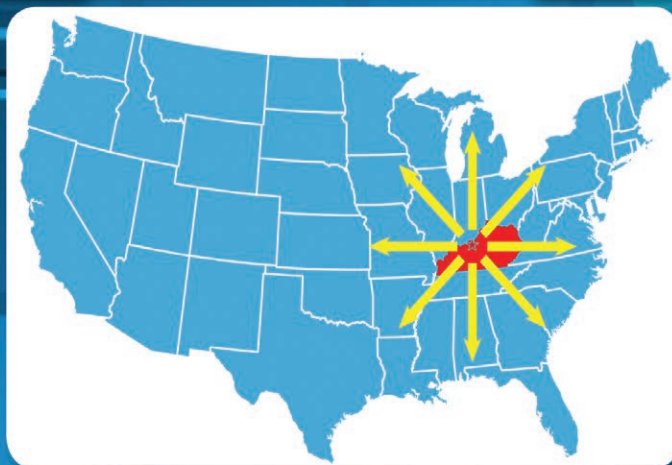


Let us quote your project or campaign



- 24-hour turn time
- Outstanding Customer Service

- Print and Deliver FSI Programs
- Grid Pricing Available



1 to 3 day shipping for more than 70% of the U.S. from our centrally located facility.



Email:
info@preferredms.com
1-800-270-1769



- Targeted Direct Mail

- EDDM Print and Processing

DAILIES vs. WEEKLIES

2020 Publishers Survey: Examining the Differences

It's a fascinating time in the newspaper business, especially from a research perspective. 2020 marks my fifth straight year polling newspapers in the U.S. and Canada about the overall health of the industry. I've just completed crunching the numbers from the most recent survey and will share some of the information here.

Interestingly, the number of papers in the U.S. participating in the survey increased compared to last year, with nearly 600 papers taking part this year, while just about 500 participated last year. At the same time, the number of Canadian papers participating decreased, meaning a lot more U.S. publishers participated in the 2020 survey. The number of participating papers on the West Coast was also low, compared to the rest of the country. In a nutshell, a significantly larger number of papers in all areas of the U.S., other than the West Coast, participated in the 2020 survey.

It will take more than one column to cover everything we've learned, so let me share a couple of the most interesting trends that stand out from the 2020 numbers. I'm going to stick with results from the U.S., since the number of participants from Canada were too few to be statistically significant.

First, it looks like papers in all areas of the U.S. are in similar boats. Regardless of size, ownership or other factors, papers in all areas recorded incredibly similar numbers by region.

While the Great Plains and Rocky Mountain States reported the fewest papers in "poor health" (11 percent each), the highest percentage in any region was just six points higher (Southeast: 17 percent). Very few papers in any region reported papers in "near death" health. The Southwest U.S. recorded the highest percentage of "near death" papers at 2 percent.

Overall 7.5 percent of U.S. papers report being "very healthy," compared to 8.5 percent one year ago. In 2020, 30 percent report being "relatively healthy," compared to 36 percent one year ago. "Not bad" stayed about the same, with 46 percent of U.S. papers reporting their health is "not bad" in 2020, compared to 44 percent who gave the same answer in 2019. In 2019, 10 percent of respondents noted their papers were in poor health, with 14 percent answering that way this year. "Near death" stayed the same at 1 percent.

Add all those numbers together and we find that the industry seems to be a little less healthy in 2020, but not by much. Frankly, with the COVID-19 pandemic at its height while many papers were completing their surveys, I was surprised the numbers weren't more foreboding.

Each year, I'm fascinated by the numbers relating to newspaper ownership. It feels like I'm always hearing that the newspaper business is being swallowed up by venture capital groups. And while there may be some truth to that among papers owned by national newspaper groups, that just doesn't seem to be the case among most newspapers.

Overall, 60 percent of newspapers report being

independent and locally owned. That's not much of a change from surveys going back to 2015. Small groups of one to five newspapers make up 12 percent of respondents, while mid-size groups (six to ten papers) make up 18 percent. Large regional groups account for 2 percent of papers in the survey, while national groups control 6 percent of newspapers in the U.S.

How has ownership in newspapers changed over the past two years? Not much. Here's the breakdown:

85%: No change
8%: Moved from one family/local owner to another family/local owner
3%: Moved from one group to another group owner
2%: Moved from family/local owner to group owner
2%: Moved from group owner to family/local owner

The survey was very detailed, covering several aspects of the business of newspapers in 2020. A few other key findings:

Staffs have gotten smaller since 2018, with 48 percent of U.S. papers reporting having cut the size of their news staff over the past two years, with 34 percent indicating a cut in their sales staffs.

I know it's a chicken/egg type of thing, but still it's interesting that only 6 percent of newspapers who haven't made staff cuts indicate being in poor health, compared to 14 percent of newspapers overall who answered that way.

Of papers who have not cut staff, 51 percent report being in as good as, or better, health than two years ago. Compared to papers who reduced staff size (25 percent reported being in as good or better health than two years ago), these papers were significantly healthier.

There's a definite correlation between staff retention and overall health.

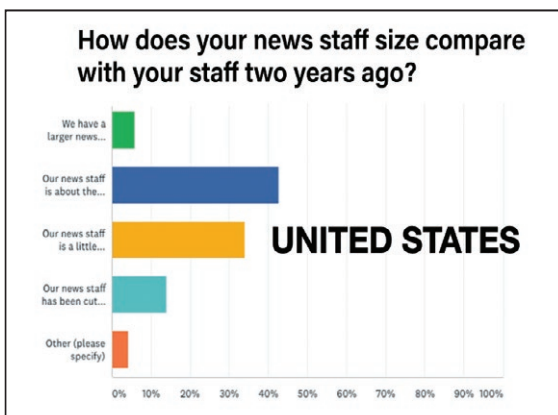
From a personal perspective, there's a definite "uptick" in the air in the newspaper business lately. I'm noticing a lot more newspapers, groups and associations calling to arrange consulting and training. From where I sit, it seems like newspapers are ready to begin growing again.

I just passed my 800-word limit. In my next column, I'll cover more results from the 2020 newspaper industry survey.

Kevin Slimp can be reached at kevin@kevinslimp.com.



– Kevin Slimp





Create. Sell. Profit.

With Print, Digital & Social Solutions

- Images & Spec Ads for Every Advertiser
- Editorial Features & Themed Special Sections
- Essential Ad Development & Sales Tools
- **NEW** Print & Online Special Sections Program With Local Consumer Data, Marketing Pitches & Digital Sales Tracking
- **NEW** Automated Print & Online Calendar Platform to Monetize Event Advertising



Visit metrocreativeconnection.com to preview the latest content.



METRO

CREATE. SELL. PROFIT.

FREE TRIAL OFFER!

Call or email to get started today.

800-223-1600

service@metro-email.com

metrocreativeconnection.com

Publication Printers^{corp}

Quality Web Printing

**91% OF NEWSPAPER READERS
REPORT TAKING ACTION AFTER
READING OR LOOKING AT INSERTS.**

Coda/Triad Newspaper Insert Study

**Partnering with over 100 newspapers
across the nation to:**

- Increase Revenue by printing Newspaper Inserts
- Add Value with Specialty Publication Inserts
- Expand Readership across all age and income groups

CALL 888-824-0303 OR VISIT US AT PUBPRINTERS.COM



Florida**MEDIA**
ASSOCIATION.ORG

Got a newsworthy event going on with your business or your staff?

Send the details and any photos for consideration to
JW Owens at: jwovens@mediaoms.com.
or Elaine Buckley at: ebuckley@mediaoms.com
<https://fma.pageflip.site/publications/MediaFocus>

FREE BOOK

This book will teach you how to grow your brand and reach more people.

Use Promo Code: **'FloridaMedia'**

Coffeefueled.net/book



Join Us Every Wednesday at 4:00 p.m.!

If you are an advertising sales professional in Florida and you sell direct mail, newspaper, magazine, TV, commercial print, radio, digital or specialty advertising products, you are invited to participate in weekly Zoom meetings hosted by the Florida Media Association. We have created this open and free seminar series to help you increase your – and your customers' – businesses. We have training sessions on the FIRST and THIRD Wednesdays, and open forum networking sessions on the SECOND and FOURTH Wednesdays. If you aren't currently a member of the association, send your contact information to the Executive Director to be added to the invitation list.

ad-builder®



70 IS THE NEW 18!

WHY DO WE FEEL 18 AGAIN? AFTER 70 YEARS IN BUSINESS, WE FINALLY MOVED OUT AND BECAME OUR OWN COMPANY!
WHAT ARE WE DOING WITH OUR NEWFOUND INDEPENDENCE? REFOCUSING ON WHAT WE DO BEST, HELPING
NEWSPAPERS GENERATE NEW REVENUE FOR THEIR LOCAL ADVERTISERS WITH OUR VERSATILE PRODUCT LINE.

CREATIVE OUTLET

RECAS

LOCAL PRICES

Ad-Builder | MA ADBUILDER LLC, 1720 W Detweiller Dr, Peoria, IL 61615 | Tel: 800.245.9278 | support@adbuilder.com



TAKE A LOOK



It's a new kind of journalism, and it's all for you.

ALL IT TAKES, IS...

... a NEWSPAPER TICKET. A single log-in buys individual stories, or single editions, from any publication on the Clean Machine Network. Your purchases, automatically saved, come in English or Spanish. Slide shows, recordings, vocal narrations, supplemental text.



clean.daily-journal.com
spanish.daily-journal.com
ssk.cleanmachinenetwork.com



MIRA



Es una forma nueva de periodismo y es todo para ti

LO UNICO QUE REQUIERE, ES...

... un BOLETO DE PERIODICO. Al conectarse puede comprar historias individuales o ediciones singulares de cualquier publicación en la red Clean Machine. Sus compras son guardadas automáticamente, ya sean en inglés o en español. Presentaciones, grabaciones, narraciones vocales, y texto complementario.



clean.daily-journal.com
spanish.daily-journal.com
ssk.cleanmachinenetwork.com



What it is ...

The easiest way to re-invent your product for two languages. And now with ...
...THE VENDING MACHINE, PHONE-IN READER COMMENTS, MICROPAYMENT CONTENT,
SINGLE SIGN-ON, IMPULSE BUY. JUST CLICK THE PRICE TAG TO MAKE A PURCHASE ...



Monday, December 24, 2018	
Tuesday, December 25	NOT READY
Wednesday, December 26, 2018	
Thursday, December 27, 2018	
Friday, December 28, 2018	
Saturday, December 29	NOT READY
YES! Magazine	

150

10

362

PTO

Clean®
cleanmachinenetwork.com

CREATE. SELL. PROFIT.



METRO

metrocreativeconnection.com



Are too many
of your best
sales prospects
escaping?

*That's your sign,
you need The
Newspaper Manager!*

**Greg Booras, National Sales Manager,
The Newspaper Manager - Mirabel Technologies**

Office: 706-750-0016 • Cell: 563-508-4081
gbooras@mirabeltechnologies.com • www.newspapermanager.com

**THE NEWSPAPER
Manager**

**Chose from 15
lid colors to match
your company's logo!**



Keeps
Drinks Cold



**Reduced
Sweating**



**Dishwasher
Safe**



**Microwave
Safe**



**Manufacturer
Guarantee**



Perfect for

- **RETENTION**
- **KIOSKS**
- **EMPLOYEE GIFTS**
- **FUNDRAISING**

**Available
Exclusively
From**

- Promotional Products
- Apparel • Gifts • POLY BAGS
- Single Copy Items • Insulated Cups & More!


Mention *code FMA* when calling!

Order Now: www.ipcpoly.com • 423.352.6078

Branded eCommerce Site

Your advertisers (or sales reps) target postal routes, choose design and print options, and order online -- *in 10 minutes or less!*

Online Mapping Tool

Enter any address, get local postal route data, and “click” to select routes. Create multiple campaigns, save data for future, and more! 

Order Online 24/7

Your advertisers self-transact and our automated process fulfills and delivers each direct mail campaign.

HEAT MAP ROI™
Demographic Targeting
Available!

FREE DEMO
CALL NOW!
800-481-1656



1979		9:00	9:30	10:00	10:30	11:00	TV HIGHLIGHTS
MON	6	News 10	6:30 AM CBS	6:30 AM CBS	7:00 AM CBS	7:00 AM CBS	6:00 PM COUGHLINS KISS The two stars of <i>Love and the Love Boat</i> are back. Marla Maple and Douglass Sargent are back on the set. It's <i>Coug</i> !
TUE	7	News 10	6:30 AM CBS	6:30 AM CBS	7:00 AM CBS	7:00 AM CBS	6:00 PM THE JAGS The new <i>James</i> stars <i>Star Trek</i> actor George Takei and <i>Star Trek</i> actress Persi Fennell.
WED	8	News 10	6:30 AM CBS	6:30 AM CBS	7:00 AM CBS	7:00 AM CBS	6:00 PM JACKIE KATZ AND HER SEAT Does anyone other than the host get the premiere package here?
THUR	9	News 10	6:30 AM CBS	6:30 AM CBS	7:00 AM CBS	7:00 AM CBS	6:00 PM THE KATTS Katts opens a party at her trademark party.
FRI	10	News 10	6:30 AM CBS	6:30 AM CBS	7:00 AM CBS	7:00 AM CBS	6:00 PM THE KATTS Katts opens a party at her trademark party.
SAT	11	News 10	6:30 AM CBS	6:30 AM CBS	7:00 AM CBS	7:00 AM CBS	6:00 PM THE KATTS Katts opens a party at her trademark party.
SUN	12	News 10	6:30 AM CBS	6:30 AM CBS	7:00 AM CBS	7:00 AM CBS	6:00 PM THE KATTS Katts opens a party at her trademark party.

If your entertainment page looks like it did in 1979, then you're missing the chance to please readers and profit from the significant changes in TV.

Visit our booth and our website:
content.ntvbmedia.com

[illegible]

Reach digital, in-paper and magazine-loving readers with products and services that satisfy subscribers and boost your bottom line.

IDEAS THAT WORK **NMB**
MEDIA

Ways to Keep Your NEW CUSTOMER During COVID-19

By Bob Berting, Berting Communications

Steve, your best salesperson, has just told you of his latest sale—a 13-week contract with Frank, owner of Frank's Bakery. Frank is doing a good business even in the face of the COVID-19 situation. He has been running occasional ads but decided he needed a more consistent campaign to attract more business. This has been a tough selling job and Steve is very proud of his accomplishment.

Now, as you might expect, Frank is going to carefully track the response to his advertising campaign in your paper, even though Steve has sold him on the idea of a very creative campaign to tell the story of his business and that readership will be like a snowball, slowly building as time goes by.

A predictable reaction from other media.

In the days following the first ad of the 13-week program, Frank gets customers but he also gets a lot of attention from a cable TV person, two radio station people, and a salesperson from the local billboard company. All these people say their medium can do better in reaching Frank's audience, both in numbers and cost. By the time Steve goes back to see Frank the next week, Frank has developed some doubt about the wisdom of the 13-week contract.

Steve needs help to counteract the competition.

Keeping communication lines open and active between your publication and Frank are imperative to offset competitor claims, which are frequently aimed at undermining Frank's confidence in your publication. An excellent device to help the

situation is a monthly newsletter about the paper's news features, with success stories about your advertisers, information about upcoming promotions, and community events sponsored by your publication. Although the newsletter could be sent electronically as an e-mail, it might have more impact as a printed piece delivered by postal mail.

Another valuable service in the newsletter is to provide source material from trade association publications devoted to retailing and marketing. Your subscription to these publications will help you further understand the inside aspects of the advertiser's business.

What about a Zoom marketing seminar for your customers?

Your publication is there to help your advertisers in the face of a continuing crisis. You can achieve huge public relations points by sponsoring a complimentary Zoom seminar for your inactives, regulars, and prospects. This approach has proven to be very effective and is the best way to reach your advertisers during this crisis. You will need a Zoom host to set it up, but all the advertisers need to do is to click on a link supplied to them to join the seminar.

The end result sought is to have your customers far more receptive to your salespeople and less inclined to look around at competing media.

Here is a good agenda for such an event:

- The psychology of advertising: Why advertise now during the COVID-19 pandemic?
- How to build a great campaign

SALES TALK BY BOB



Bob Berting

- How to develop a good marketing plan using print/digital/social media
- Understanding media advantages and disadvantages
- Nuts and bolts of good ad design
- Small group workshop exercises

Advertising is War

Would a General fight a war without knowing the size and composition of the opposing forces? Advertising salespeople with inside information about their competitors' strengths and weaknesses are better able to understand their own and adjust their selling strategy accordingly. The bottom line is that you present yourself and your publication in such a way that you effectively counteract other media competition.

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 author of three e-books for the newspaper industry. He is the president of Berting Communications and can be reached at bob@bobberting.com or 317-849-5408.

We're Not Mind Readers, but...

**If you participate in
CVC online studies
we can tell you everything
you want to know
about your readers.**



**Call (314) 966-7711 for more information, or look at
the sample study at www.research.net/r/IFPA**

**CIRCULATION
VERIFICATION
COUNCIL**

OUR DATA SPEAKS VOLUMES

Supercharge your audience revenue

iQ Audience+ by TownNews gives media organizations of all sizes powerful new tools to lift their subscription rolls and preserve advertising revenue, while boosting audience engagement.

With iQ Audience+, you have the power to:

- Convert drive-by visitors into paying subscribers.
- Target users with custom offers and packages.
- Customize rulesets to meet your unique goals.
- Apply machine learning and proven best practices.
- Maximize both subscription and ad revenues.

iQ Audience+
by TownNews



TN
TownNews

Learn more at: TownNews.com/Solutions



Media Focus Magazine is a publication of the Florida Media Association, an organization dedicated to serving the media industry. Media Focus Magazine is dedicated to keeping its members informed on key issues and topics affecting the industry, and to providing access to vendors of industry-related products. Contributions to our content are welcome and should be forwarded to J.W. Owens at JWOwens@mediaoms.com.

MEDIA FOCUS

Magazine by Florida MEDIA Association.org

3727 SE Ocean Blvd., Suite 200
Stuart, FL 34996

PRSRT STD
ECRWS
US POSTAGE PAID
PERMIT #145
STUART, FL

Residential Customer



PRINTERS OF NEWSPAPER • TABLOIDS • BOOKLETS • SINCE 1981

Specializing in: Great Customer Service
COLOR on ALL Pages
Online Glue and Trim Booklets
UV Gloss Printing

Bindery Services Include:
Stitching and Trimming
Inserting and Mailing Services

WE CAN PRINT:
TABLOIDS

from 8 to 64 pages
with 48 pages of process color

ONLINE GLUE/TRIM BOOKLETS
from 16 to 80 pages all process color

NEWSPAPERS
from 4-32 pages with 24 Pages process color

Call for a Free Quote **772.287.8022**
5675 SE Grouper Ave. • Stuart