

CPF's Board of Directors & Staff



President
Wendy Murray
Senior Life Magazine
North Ft. Myers
239-997-2272
seniorlifeoflee@aol.com



Vice President
Scott Blonde
Breeze Newspapers
Cape Coral
239-574-1110
sblonde@breezenewspapers.com



Secretary & E.D.
Dave Neuharth
Community Papers of Florida
Bellevue
352-347-4470
DJNeuarth@aol.com



Treasurer
Justo Rey
The Flyer
Miami
305-232-4115
jr@theflyer.com



Director
Tom Adams
Forum Publishing Group
Tamarac
954-574-5373
tadams@sun-sentinel.com



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



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



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



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



Admin. Asst.
Barbara Holmes
Community Papers of Florida
Bellevue
352-347-4470
CPFDisplayAds@aol.com



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



Member Benefits

Your CPF membership provides a multitude of benefits and services that are paid for by the CPF classified network. If you haven't already, you'll want to take advantage of some of the following benefits:

- Audits provided by Circulation Verification Council (CVC).
- Annual Convention.
- A flat fee of \$49 per room per night (which includes the hotel room, lunch, dinner, training sessions by top industry speakers, and outstanding entertainment) for classified network members, according to the Board of Directors' established attendance guidelines. Current guidelines are: For publications that **SELL** network classified ads: Up to 100K circulation, 2 rooms (with 2 persons per room, for a total of 4 attendees); 101-300K, 3 rooms (with a total of 6 attendees); 301-500K, 5 rooms (with a total of 10 attendees); 501-750K, 6 rooms (with a total of 12 attendees); 751K-1 million, 7 rooms (with a total of 14 attendees); and over 1 million circulation, 9 rooms (with a total of 18 attendees). For publications that **only PLACE** (but do not **SELL**) network classified ads: Up to 100K circulation, 1 room (with 2 persons, for a total of 2 attendees); 101-300K, 2 rooms (with 2 persons per room, for a total of 4 attendees); 301-500K, 4 rooms (with a total of 8 attendees); 501-750K, 5 rooms (with a total of 10 attendees); 751K-1 million, 6 rooms (with a total of 12 attendees); and over 1 million circulation, 8 rooms (with a total of 16 attendees).
- Convention Idea Fairs. Earn cash awards. Share ideas. Fantastic opportunities to take home revenue-generating ideas.
- Annual CPF "Awards for Excellence" contest to honor our editorial and graphic service personnel.
- Nationally-recognized convention speakers.

- An opportunity to earn money through CPF's classified network.
- Quarterly CPF newsletters.
- AFCP's Free Paper INK. No cost to members.
- Training seminars provided. No cost.
- Disaster Fund Aid in the event of a hurricane, tornado, or other catastrophic event.
- A successful tax lobby effort, still working for you.
- The Saturation Mailers Coalition, fighting for a positive postal rate, pricing, operation and service environment that benefits free paper publishers that mail.
- Defending our industry against the assaults of government and others that may choose to consider us as second-class citizens.
- Helping publishers in CPF gain their market share of revenue and protecting their interests.
- Promoting the free paper industry. CPF has budgeted funds to promote our industry to our readers and our outstanding value to both advertisers and consumers.
- A great opportunity to work together as a team to make Florida a better place to live!
- The CPF Website with CPF news, including classifieds for the following week; advertising information; links to Member publications and state, regional and national free paper organizations; photos from past conferences; and a list of Member Publications (with audited circulation figures). Visit: www.communitypapersofflora.com



The President's Message

Tidbits on the Upcoming CPF Conference

– Wendy Murray

The conference committee has been busy planning the annual Community Papers of Florida (CPF) conference scheduled at the Caribe Royale Resort in Orlando September 18-19.

In the planning stages are roundtable, panel and group discussions that will involve attendees. In following the suggestions made in a recent member survey, The Leadership Institute (TLI) will be utilized to present speakers on "How to Handle Sales Objections." A panel, "Making Money Online," will be established. The popular 3-Minute Idea Fair will be back.

For the annual "Best of the Best" awards ceremony, the committee agreed to return to the format of awarding the winners during a formal luncheon. This will include a photo session of the recipients. Once again, it will be your time to shine in the limelight.

Returning to the old format means you will have to dig into past files, select your entries, and have them delivered to the CPF office. A fee of \$2.50 will be charged per entry.

The conference committee also decided to bring back the Milton and Bernice Beckerman Award. This award was started in 1993 when the Beckermans placed \$15,000 in a CPF fund to honor a staff member of the association or a publisher for outstanding community service. A plaque and a \$250 gift for the recipient's charity will be awarded.

The Beckermans spent many years in the newspaper business and as newspaper brokers. They were associate members of CPF for over 25 years.

If you have been involved in sponsoring a community event or charity, or if an individual on your staff (or you) have worked to improve the quality

of life in the communities you represent, please use the entry blank in this newsletter to enter.

Make your plans now to attend the CPF conference. You can't beat the facility. The Caribe Royale Resort is a great place to enjoy Orlando and Disney World. The rooms are true suites and the recreation offered is outstanding. Those who want to take advantage of Disney World will receive reduced rates if you attend after 4 p.m.

In other news, the CPF Board of Directors has dissolved the Florida Community Paper Advertising Network (FCPAN). This for-profit association was established to allow display reps to sell advertising into other papers in the association. The CPF office still receives a few inquiries for statewide advertising. They will determine what areas the client is looking for and the contact information will be turned over to the publications. CPF will continue to operate as a nonprofit corporation.

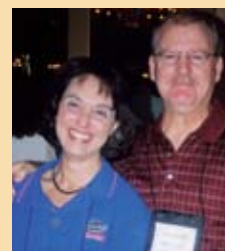
We look forward to seeing you at the Orlando CPF conference. If you are planning to attend the Association of Free Community Papers (AFCP) and Southeastern Advertising Publishers Association (SAPA) joint conference in Savannah, Ga., April 9-11, I look forward to meeting you then. 🌟

**The Milton & Bernice Beckerman Award is
back! See the form on page 12 to
enter this prestigious competition!**

Adieu, Au Revoir, Ciao, Adios & Farewell!

After 19 years at CPF, Tiffany Clark has moved on.

We miss you, Tiffany, but we wish you all the best in your future endeavors!



Announcements



Farris Robinson Appointed to AFCP Board

Farris Robinson has been appointed by the Community Papers of Florida (CPF) to fill a seat on the Association of Free Community Papers (AFCP) Board of Directors.

Robinson is a current member of the CPF Board of Directors and the president of Hometown News, which publishes 15 publications on the East Coast of Florida from Daytona Beach to the Treasure Coast. The company distributes its 15 community newspapers to 200,000 homes weekly.

Farris moved to Florida in 1987 and worked for Ryder Distribution Resources assembling and delivering Xerox copiers. From there he went to work in the warehouse of the paper supplier Mac Papers and quickly became the warehouse manager. Farris said, "I decided that it was too hot to work in the warehouse and convinced the GM to give me a shot at inside sales. I quickly became the #1 inside sales rep and wanted a new challenge in outside sales."

At that time the general manager refused to put him in an outside territory so he went to work for the competition, Dillard Paper Company, now known as Xpedx. After a year he transferred to the Orlando office and was given the Volusia/Lake County areas.

One of his accounts was the Daytona Beach News Journal and he was eventually offered a position with the News Journal as a retail/classified advertising account executive.

After the company went through a buyout, he decided to move on and accepted a position with Hometown News as a new business development rep in April of 2010. He then took over a territory. Later he was promoted to sales manager of the Volusia office and then regional sales manager handling Volusia and North Brevard counties.



From there he was given the opportunity to be the senior vice president of sales and was later promoted to president.

He now considers himself a road warrior, driving between offices in Volusia County and the Melbourne and Fort Pierce areas. He remains in charge of sales in the Volusia office.

In his early years, his first paying job as a 10-year-old kid was baling hay. He also worked as a house painter in his teenage years. In 1987 he decided to move to North Miami Beach and start a new challenge in his life.

Farris is involved in the community, helping to sponsor and attend any and all community/charity events.

In his spare time he is an avid golfer, and he says his handicap is his swing. He enjoys football, watching the Miami Dolphins, Florida State Seminoles and the South Carolina Gamecocks.

Married to Alexis, the couple has two great teenagers, Shelby and Garret. 🌟



Announcements

CPF Classified Ad Network Rates “Tweaked” Again!

Discounts for a 4-week commitment have been discontinued. “Buy 3 Get 1 Free” is back!

Zone 1

Circulation1,826,729*

Includes all publications EXCEPT The Flyer. (See list of publications on page 7.) Up to 25 words included. Add \$10 per word for each additional word over 25.

Suggested Rate\$245

Zone 2

Circulation2,574,638*

Includes all publications EXCEPT The Flyer in Miami. Up to 25 words included. Add \$20 per word for each additional word over 25.

Suggested Rate\$295

Zone 3

Circulation3,053,783*

Includes all publications EXCEPT The Flyer in Tampa. Up to 25 words included. Add \$25 per word for each additional word over 25.

Suggested Rate\$345

Zone 4

Circulation3,801,692*

Includes all publications INCLUDING The Flyer in both Miami and Tampa areas. Up to 25 words included. Add \$30 per word for each additional word over 25.

Suggested Rate\$395

The “Buy 3 Get 1 Free” option applies to all 4 Zones! All 4 ads must run consecutively.

The following Ad Enhancements are available for Zone 1:

**BASIC AD
with no
enhancements
\$245 / Week**

GIGANTIC MIRRORS Jobsite Leftovers, Brand New, Perfect Condition, 48”x100” (7), \$115 each; 60”x100” (8) \$140 each; 72”x100” (11), \$165 each. Free delivery. 800-123-4567.

**ADD
bold face
\$30 / Week**

GIGANTIC MIRRORS Jobsite Leftovers, Brand New, Perfect Condition, 48”x100” (7), \$115 each; 60”x100” (8) \$140 each; 72”x100” (11), \$165 each. Free delivery. 800-123-4567.

**ADD
a border
\$35 / Week**

GIGANTIC MIRRORS Jobsite Leftovers, Brand New, Perfect Condition, 48”x100” (7), \$115 each; 60”x100” (8) \$140 each; 72”x100” (11), \$165 each. Free delivery. 800-123-4567.

**ADD
centering
\$40 / Week**

GIGANTIC MIRRORS Jobsite Leftovers, Brand New, Perfect Condition, 48”x100” (7), \$115 each; 60”x100” (8) \$140 each; 72”x100” (11), \$165 each. Free delivery. 800-123-4567.

**ADD
a headline
\$45 / Week**

GIGANTIC MIRRORS Jobsite Leftovers, Brand New, Perfect Condition, 48”x100” (7), \$115 each; 60”x100” (8) \$140 each; 72”x100” (11), \$165 each. Free delivery. 800-123-4567.

**ADD
a color background
\$50/ Week**

GIGANTIC MIRRORS Jobsite Leftovers, Brand New, Perfect Condition, 48”x100” (7), \$115 each; 60”x100” (8) \$140 each; 72”x100” (11), \$165 each. Free delivery. 800-123-4567.

**DELUXE AD
with all
enhancements
\$55 / Week**

GIGANTIC MIRRORS Jobsite Leftovers, Brand New, Perfect Condition, 48”x100” (7), \$115 each; 60”x100” (8) \$140 each; 72”x100” (11), \$165 each. Free delivery. 800-123-4567.

CPF will pay a 20% commission to the rep for each ad enhancement sold.



Announcements

Buy 101 Publications for Only \$245!

Up to 25 words included. Add The Miami or Tampa Flyer's circulation! See details on page 6.

Zone 1

4 Corners News Leader Davenport, 28,580*	Daytona Pennysaver Daytona Beach, 84,252	Hometown News – New Smyrna Beach / Edgewater Edgewater, 12,800	Lehigh Acres Citizen Lehigh Acres, 5,927	Polk County Democrat 4,500*	Village Spectator, The ** The Villages, 8,000*
Advertiser, The Panama City, 17,536	Deerfield Forum Deerfield Beach, 18,050	Hometown News – North Brevard / Merritt Island Merritt Island, 17,300	Live Wellington Wellington, 16,411	Pompano Forum Pompano Beach, 19,128	Wesley Chapel Gazette ** Wesley Chapel, 10,103
American Classifieds of Tallahassee Tallahassee, 26,388	Delray Beach Forum Delray Beach, 25,270	Hometown News – Ormond Beach Daytona Beach, 20,800	Lutz Gazette ** Lutz, 10,102	Ponte Vedra Extra Ponte Vedra Beach, 3,250*	Wesley Chapel Laker Wesley Chapel, 13,863
Antique Shoppe, The ** Keystone Heights, 15,000*	Delray Beach Tribune ** Delray Beach, 10,000*	Hometown News – Palm Bay Melbourne, 10,650	Lutz News Lutz, 6,960	Ponte Vedra Recorder Ponte Vedra Beach, 2,452	West Boca Forum Boca Raton, 23,909
Arcadian Arcadia, 1,241*	Eastside Forum Fort Lauderdale, 26,614	Hometown News – Port Orange / South Daytona Port Orange, 14,800	Margate / Coconut Creek Forum Margate, 20,236	Putnam Pennysaver Palatka, 23,246	West Volusia Pennysaver – Wednesday Deltona, 51,935
Beach Beacon Madeira Beach, 13,383	Flagler Pennysaver Palm Coast, 38,219	Hometown News – Port St. Lucie Ft. Pierce, 16,850	MoneySaver Magazine Stuart, 20,405	Royal Palm Forum Royal Palm Beach, 13,818	West Volusia Pennysaver – Saturday* Deltona, 51,900
Belleair Bee Clearwater Beach, 12,024	Florida Living ** 21,000*	Hometown News – Sebastian River Sebastian, 8,050	New Smyrna Pennysaver New Smyrna Beach, 27,845	Seminole Beacon Seminole, 27,711	Westchase Gazette ** Odessa, 9,999
Boca Raton Forum Boca Raton, 29,994	Florida Mariner • North Port, 11,827	Hometown News – Screenshot / Viera Suntree, 10,900	New Tampa Gazette ** Tampa, 10,169	Senior Life Magazine ** North Ft. Myers, 10,000*	Your Voice News & Views – Palm City / Tesoro Palm City, 15,000*
Boca Raton Tribune Boca Raton, 20,000*	Fort Meade Leader 1,000*	Hometown News – The Beaches Melbourne Beach, 9,100	North Florida Focus 9,600*	Senior Times Gainesville ** Gainesville, 24,000*	Your Voice News & Views – St. Lucie West / Port St. Lucie / Tradition St. Lucie West, 16,000*
Boynton Forum Boynton Beach, 32,293	Fort Myers Beach Observer Ft. Myers Beach, 6,935	Hometown News – Vero Beach Vero Beach, 15,650	Observer News Ruskin, 42,302	Senior Times Ocala ** Ocala, 13,000*	Zephyrhills Laker Zephyrhills, 7,253
Caribbean Today ** Miami, 34,087	Green Sheet Port Charlotte, 20,000*	Island Reporter, The ** South Pasadena, 25,558	Ocala Downtown ** Ocala, 10,000*	Seniors Voice ** Ocala, 10,950	
Carrollwood Gazette ** Tampa, 10,142	Hi-Riser – Broward Ft. Lauderdale, 14,782	Lady Lake Magazine ** The Villages, 13,950	Osceola News-Gazette – Saturday Kissimmee, 36,416	Smart Shopper Venice, 20,000*	Total Circulation: 1,826,729
Clay County Leader Orange Park, 6,816	Hi-Riser – South Ft. Lauderdale, 17,141	Lake Wales News Lake Wales, 4,500*	Osceola News-Gazette – Thursday Kissimmee, 44,189	St. Johns Pennysaver St. Augustine, 14,626	
Clay Today Orange Park, 3,429	Hometown News – Deland Deland, 8,750	Lake Worth Forum Lake Worth, 12,485	Pasco Gazette ** Land O'Lakes, 10,266	Sunrise Forum Sunrise, 17,590	
Clearwater Beacon Clearwater, 25,115	Hometown News – Deltona Deltona, 8,750	Land O'Lakes Laker Wesley Chapel, 13,775	Pasco Shopper Zephyrhills, 30,171	Suwanee Democrat 5,421*	
Clermont News Leader Clermont, 36,155*	Hometown News – Fort Pierce Fort Pierce, 8,500	Largo Leader Largo, 24,281	Pine Island Eagle Saint James City, 7,770	SW Focus Hollywood, 19,395	
Coral Springs Forum Coral Springs, 32,195	Hometown News – Martin County Stuart, 23,425	Lee County Shopper Cape Coral, 56,351	Pinellas Park Beacon ** Pinellas Park, 19,021	Tamarac Forum Tamarac, 14,611	
Coral Springs Tribune ** Coral Springs, 10,000*	Hometown News – Melbourne Melbourne, 11,250		Plantation Forum Plantation, 22,343	Triangle News Leader Mount Dora, 29,493	

Revised: 12-22-14

NOTE:

All figures are audited unless otherwise noted. All ads are placed on the Internet at www.communitypapersofflorida.com.

* Estimated figures.

• Bi-Weekly publication.

•• Monthly publication.

Zone 2

Includes all the publications in Zone 1 PLUS:

The Flyer (Hillsborough County)
Tampa, 517,149

The Flyer (Pasco-Hernando Counties)
Tampa, 230,760

Total Circulation:
2,574,638

Zone 3

Includes all the publications in Zone 1 PLUS:

The Flyer (Broward County)
Miami, 482,819

The Flyer (Dade County)
Miami, 744,235

Total Circulation:
3,053,783

Zone 4

Includes all the publications in Zones 1, 2 and 3.

Total Circulation:
3,801,692



PaperChain Link & Learn

Ask and Ye Shall Receive ... the Sale!

– Jim Busch

There are a number of things that set exceptional sales people apart from their less successful peers. Generally they have a stronger work ethic, they take full responsibility for their own success or failure and they are constantly trying to improve their personal selling skills.

Top sales performers also ask a lot of questions. They are very inquisitive and are always absorbing and analyzing information. High performing sales people not only ask more questions than their peers, they ask better questions. They know what they need to know in order to close a sale and ask carefully crafted questions to elicit this information from their prospects. Poorly framed questions waste the time of both parties involved in the conversation and can drive a prospect away, rather than engage them. Let's look at how great salespeople use good questions to engage their customers and close sales.

What do you want to know?

Salespeople get paid for one thing and one thing only, having good conversations with customers that lead to a sale. Customers are very busy and often have short attention spans, so the amount of time they will give us is very limited. This means we need to make the most of every customer conversation.

We need to know what we need to know and what we want to accomplish. Here are the key types of

questions to ask a prospect:

- **Qualifying Questions** – Asking “Who is responsible for your company’s marketing?” or “Do you need to get approval from anyone else?” saves time and ensures that you are talking to the real decision maker. It is still a good idea to collect information from anyone within the organization, but your conversation with a decision maker will be very different.
- **Operational Questions** – These are questions about the prospect’s business and situation. They provide the sales person with the fundamental understanding of the customer’s business. Information you will need to develop an effective advertising program. Reps should ask questions like, “What is the most profitable part of your business?” This type of question helps the sales person to understand where their products can benefit the client the most.
- **Problem Questions** – These are questions that reveal the sources of the customer’s “pain.” Questions like, “If you could change one thing about your business, what would it be?” or “What keeps you up at night?” can help you to offer solutions that your customer will readily embrace. It is also important to ask prospects about their competition and other external factors which might threaten their business. These are probably the most important questions a sales person can ask on a call.
- **Goal Questions** – Asking a customer about their goals or objectives for the business allows you to show the customer how your products can

help them get what they want out of life. Asking, “Where do you see the business going in the next five years?” or “What are your goals for the business in the coming year?” allows you to frame your proposal in terms of their goals. “Mr. Customer, you said you want to increase your carry out business in the next year, so I’ve put together some ideas to promote this aspect of your business.”

- **Feelings Questions** – Experienced sales people know that customers make buying decisions based on emotions and then justify them with the facts. It is vital that a sales person not only knows what the customer is “thinking” but also what they are “feeling”. Asking a customer, “How they feel” about their current marketing will provide significant insights into their buying process. It is also wise to try to get a handle on what they feel about your product and advertising in general.

Conversational Questioning Techniques

Questions allow you to control the direction and tenor of the conversation. They allow you to steer your prospect toward an understanding of how your products can help them solve their problems and achieve their goals. Good questioning technique also keeps the customer fully engaged in your presentation. When a sales person monopolizes the conversation, telling the prospect all about their products and how great they are, the prospect can mentally “check-out” and simply pretend to listen. Questions force the customer to give you

Continued on page 9

Continued from page 8

their full attention. Knowing that they need to answer your questions means they have to follow along and be fully engaged.

As we mentioned above, time with a customer is both precious and limited. The more engaged the prospect is in your presentation, the more time they will give you. Most customers enjoy a good conversation; no customer wants to be subjected to an interrogation. The needs discovery portion of your call should have the feel of a conversation between peers and not a courtroom cross examination. Here are some techniques which will help you to accomplish this:

- **Tell the customer what you are doing** – Before you launch into your questions, tell the prospect what you are trying to accomplish. “Ms. Customer, I would like to ask you a few questions, so I can get a better understanding of your business and see if there is anything I can do to help you achieve your goals.”
- **Start off easy** – Many sales trainers believe salespeople should never use closed ended questions. These are questions that can be answered in one or two words such as, “How long have you been in business?” “15 years!” I feel that closed ended questions can be useful at the beginning of a call. They are easy to answer and non-threatening. They can be great “icebreakers” allowing the customer to ease into the conversation. These simple questions get the conversation started and set the stage for more difficult questions later in the call.
- **Control the direction of the call** – Keep your questions on point. Think about the information that you need to form a good solution and sell it to the customer. Know where you want to go and try to stay on course. Though you want to stick to your plan, do not let this prevent you from pursuing an unexpected but promising line of inquiry. If the customer mentions that they are planning an expansion

that you didn’t know was coming shift gears and get the customer talking about the new opportunity.

- **Volley the “ball”** – The conversation should look like a tennis match. You lob a question over the net and the customer returns it. Your next ball starts from where the customer hit it. You should carefully listen to the customer and build your next question on their response. This shows respect for the client. They will know you are listening and paying attention to what they say. This also gives the interaction a conversational feeling.
- **Ask one question at a time** – Don’t fire a string of questions at a prospect. Feed your questions to them one at a time. Wait for the answer and then move on to your next question. Giving a prospect too many questions is stressful and confusing. This might cause the prospect to “clam up” or cut the conversation short.
- **Ask “why”** – When a prospect expresses a strong position on something such as, “I don’t believe print advertising is effective!” ask them to explain their feelings. “Mr. Prospect, why do you feel print doesn’t work in your industry?” Their answer may give the information you need to respond to them. Perhaps they have had a bad experience in the past or they are just repeating something they heard from a competitor.
- **Don’t answer your own questions** – “Have you heard about my publication? It is the Ourtown Herald and it reaches over 50,000 readers.” Too many sales people ask and answer a question without coming up for a breath. When you ask a question, give the customer a chance to give you an answer. This is far more common than most people realize. Asking and answering a question makes the prospect feel that they do not need to be part of the conversation.
- **Listen with your ears, listen with your eyes** – Pay attention to the customer’s reactions to your

questions. Listen carefully to their answers and the tone of their answers. Also observe their body language. If they perk up when you are discussing a particular aspect of their business, you have uncovered a “hot button” issue. If they seem uncomfortable discussing something, you may have found a serious problem that they will be very anxious to resolve.

To sell or not to sell, it’s all about the question.

One of the popular medical shows on television was House M.D. Dr. House was a brilliant diagnostician who solved medical mysteries that stumped other doctors. Dr. House would ask his patients a lot of probing questions and performed a battery of tests to gather additional information. He then analyzed the information he collected to formulate a diagnosis of the patient’s problem and to effect a cure for them.

This is exactly what a great sales person does. The only difference is that the curmudgeonly Dr. House irritated his patients, while good sales people use their interest in their customers to build strong relationships. Doctors use x-rays, MRIs and CT scans to see inside their patients to find their problems. Questions serve the same function for sales people. Learning how to use questions effectively is critical to success in sales.

What sets superstar sales people apart from their peers? They ask more and better questions – NO QUESTION ABOUT IT! 🎯

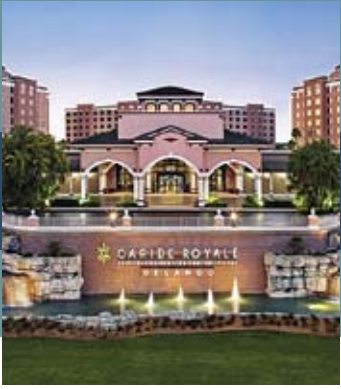
This article was written by Jim Busch of the Pittsburgh Penny-saver.

Link & Learn is brought to you every month as part of PaperChain’s® mission to provide educational material to the free paper publishers. If you have an issue you would like to see covered please email janderson@wisad.com, put “Link & Learn” in subject line. Be sure to check out www.paperchain.org for past issues, electronic ready promotional ads and much more to help you remain competitive.

Conference Update

We're returning to the Caribe Royale!

Mark your calendar now for September 18-19!



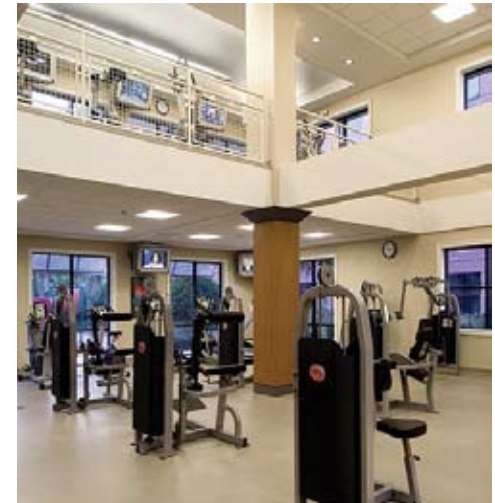
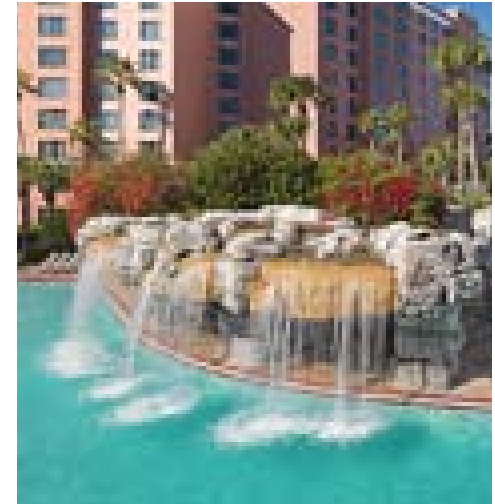
The Community Papers of Florida (CPF) board of directors has agreed to return to the Caribe Royale Resort in Orlando for the 2015 conference.

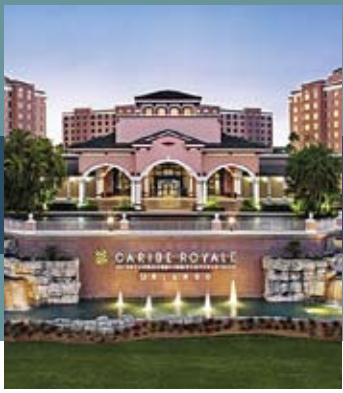
The resort offers transportation to nearby Disney World, top recreation facilities and great meeting rooms. In the past it has provided good service and food as well as suites for each member who attended.

Dining options include a restaurant, a coffee shop/café, a poolside bar and a bar/lounge. Room service is available 24 hours a day. Recreational amenities include an outdoor pool, a children's pool, a spa tub, and a fitness facility.

Details and the agenda for the conference will be announced in the near future.

The conference will kick off on September 18 at 1:00 p.m. and conclude on Saturday evening. ●





Conference Update

Tentative Agenda!

Here's how things are shaping up.

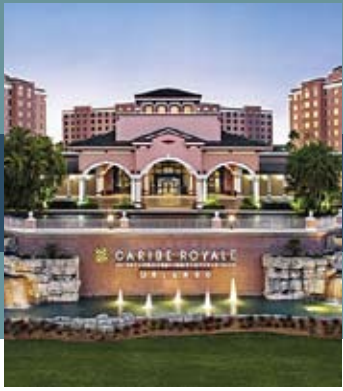
Friday, September 18

- 9:00 - 11:00 a.m. Board of Directors Meeting
- 1:00 - 2:00 p.m. Panel: "How to Make Money Online"
Moderated by David Crawford, SRDS
- 2:00 - 2:15 p.m. Break
- 2:15 - 3:30 p.m. Publishers Roundtable
Moderator TBA
- 3:30 - 3:45 p.m. Break
- 3:45 - 4:45 p.m. Open Mike Session
Moderator TBA
- 5:00 - 7:00 p.m. Welcome Reception

Saturday, September 19

- 8:00 - 9:00 a.m. Breakfast On Your Own (*Hotel Vouchers Provided*)
- 9:00 a.m. Welcome
CPF President Wendy Murray
- 9:05 - 9:20 a.m. Introduction of Guests and Vendors
- 9:20 - 9:30 a.m. State of the Association
CPF President Wendy Murray
- 9:30 - 10:45 a.m. The Leadership Institute: "How to Handle Sales Objections"
Instructor TBA
- 10:45 - 11:00 a.m. Break
- 11:00 - 12:00 noon Update on Circulation Verification Council Audited Circulation
Presented by CVC President Tim Bingaman
- 12:00 - 2:15 p.m. Awards Luncheon:
 - "Awards for Excellence" Awards Video
 - CPF Presidential Award Presentation
 - Beckerman Award Presentation
- 2:15 - 2:30 p.m. Break
- 2:30 - 3:30 p.m. 3-Minute Idea Fair & Awards Presentation
- Saturday Evening On Your Own





Conference Update

The Milton & Bernice Beckerman Award is Back!

Nominate your publication, your employees or yourself!

Milton and Bernice Beckerman, CPF associate members for more than 25 years, were newspaper brokers with big hearts.

In 1993 they placed \$15,000 in a fund with the intent that a CPF publisher (or a member of his or her staff) be recognized annually for outstanding community service. The CPF Board of Directors is delighted to bring back this prestigious award.

If you have been involved in sponsoring a community event or charity, or if an individual on your staff (or you personally) have worked to improve the quality of life in the communities you represent, please use the entry blank on this page to enter.

We thank you for your service to your community. 🍷

The Milton & Bernice Beckerman Award Entry Form

This award honors a CPF member publication, or an employee of a member publication, for outstanding community service from September 1, 2014 through August 30, 2015. This service can be in the form of a special edition that benefitted a community or charity, a fund-raising event for a charity, an employee who performed service for his community, etc. Please complete the entry form, attach any pertinent backup (i.e. pictures, tearsheets, etc.), and return it to the CPF office so that it is received no later than September 1, 2015. Mail to CPF, P.O. Box 1149, Summerfield, FL 34492; fax to 352-347-3384; or email to CPFDisplayAds@aol.com.

Name of Publication: _____

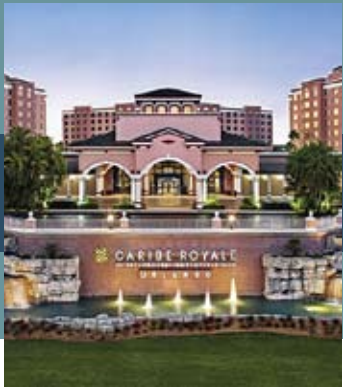
Publisher: _____

Service Performed: _____

Date Service Performed: _____

Effects of the Service: _____

Name of Employee (if employee related): _____



Conference Update

The 3-Minute Idea Fair is Back!

Which of your successful ideas could win you some CASH?

Come prepared to share an idea that you have tried and successfully implemented, one that you feel the conference attendees can take home with them and enjoy the same success with it as you have had. For instance, bring ideas for:

- Special Sections
- Self-Promotions
- Specialty Products
- Directories
- Community Awareness
- Making Money
- Saving Money
- Progress Issues

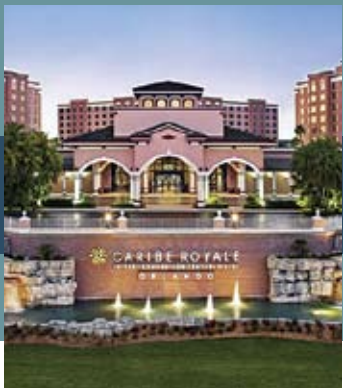
Use handouts to enhance your chances of winning! You could win a share of this \$325 Cash Giveaway:

- First Place – \$150.00**
- Second Place – \$100.00**
- Third Place – \$75.00**
- Fourth Place – \$50.00**

Registration forms for the 3-Minute Idea Fair will be available at the registration desk during the conference.

Saturday, September 19 at 2:30 p.m.





Conference & Hotel Registration Form

Complete this form & fax it to 352-347-3384

Conference Registration Form ~ Please complete one for each attendee from your company.

Name: _____

Position Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Email: _____

Work Phone: _____

Cell Phone: _____

Is this your first CPF Conference? Yes _____ No _____

Is your company a new member of CPF? Yes _____ No _____

Please name all guests you will be bringing:

Guest 1 Name: _____

Guest 1 Email: _____

Guest 2 Name: _____

Guest 2 Email: _____

Guest 3 Name: _____

Guest 3 Email: _____

Guest 4 Name: _____

Guest 4 Email: _____

(NOTE: Guests are spouses, children or friends who are traveling with you but who are not employed in the free paper industry and not going to attend the sessions. If your spouse is employed in the industry and will attend some or all of the sessions, please have them complete a separate registration form.)

The Investment Level Required to Attend

Members Participating in the CPF Classified Network:

- All but \$49 of the room cost per night will be deducted from your bill in accordance with the following guidelines:

- ~ For member publications that SELL network classified ads: Up to 100K circulation (that publishes the network classified ads), 2 rooms (with two persons per room, for a total of 4 attendees); 101-300K, 3 rooms (6 attendees); 301-500K, 5 rooms (10 attendees); 501-750K, 6 rooms (12 attendees); 751K-1 million, 7 rooms (14 attendees); and over 1 million circulation, 9 rooms (18 attendees). **Note:** Publications that sell classified ads will have first choice in booking rooms through July 20, 2015. There is a fee of \$49 per room per night for up to two nights to cover the room, food, receptions, training and entertainment.

- ~ For member publications that DO NOT SELL network classified ads BUT ONLY PLACE the ads: Up to 100K circulation (that publishes the network classified ads), 1 room (with two persons, for a total of 2 attendees); 101-300K, 2 rooms (4 attendees); 301-500K, 4 rooms (8 attendees); 501-750K, 5 rooms (10 attendees); 751K-1 million, 6 rooms (12 attendees); and over 1 million circulation, 8 rooms (16 attendees). **Note:** Publications that only PLACE classified ads are encouraged to register early, but will be placed on a first-come, first-serve waiting list until July 27, 2015. There is a fee of \$49 per room per night for up to two nights to cover the room, food, receptions, training and entertainment.

- CPF will pay for your rooms in accordance with the established 2015 guidelines (above) for TWO NIGHTS ONLY (either Thursday & Friday OR Friday & Saturday). If you wish to stay an additional night, you may do so at your own expense.

- A credit card is required to make your reservation. It will be charged the \$49 per room per night fee on July 20, 2015 (for publications that SELL the network ads) or July 27, 2015 (for publications that only PLACE but do not sell the network ads).

- Member publications may continue to send as many members as they wish to the conference, but they will be charged the FULL COST of attendance for each member that exceeds the guidelines. **Note:** Guests (including children) attending with a member are counted in the above totals.

- Publications may make credit-card-secured reservations through August 10, 2015. After that, room reservations will be accepted on a first-come, first-serve basis until the allocated rooms are filled. Once the room block is full, all late registrations must pay for their own hotel rooms.

Associate Members & Members Not Running the CPF Network Ads:

- All costs associated with attending the conference, including a \$60 registration fee, all hotel room charges and meals, are your responsibility.

Hotel Registration Form ~ Please complete one per room.

Reservation in Name of: _____

Check in Date: _____

Check Out Date: _____

Room Preference: King _____ Two Double Beds _____

(Note: All rooms are non-smoking. Room preferences will be required but cannot be guaranteed.)

Please list any special dietary or access needs: _____

If two or more conference attendees are rooming together, list roommate(s) name(s) here: _____

Credit Card # _____

Expiration Date: _____ Code: _____

Type: MasterCard _____ VISA _____

Name on Card: _____

Billing Address: _____

City, State, Zip: _____

I understand that I am responsible for \$49 per room per night plus any and all charges made to my room. I also understand and agree that in the event I do not show up at conference or cancel my room reservation by calling CPF at 352-347-4470 no later than September 15, my signature below authorizes the Community Papers of Florida and/or the Caribe Royale All-Suite Resort & Convention Center to charge the full cost of my room to my credit card.

Signature: _____

Date: _____



CVC: Our Data Speaks Volumes

Easy ways to become “the path of least resistance” for media buyers

– Tim Bingaman

Your publication does not need to have a large promotion budget to impress media buyers. By making these easy changes you can ensure your publication will stand out from the crowd.

Does your media kit and rate card contain the information national media buyers really want?

To help you answer this question, CVC’s Board of Advisors, made up of regional and national advertisers, reviewed media kits from CVC audited publications. This list of surprising do’s and don’ts is the combined results of eight years of advertiser surveys and feedback. Also, keep in mind that you may want to have a separate media kit for local advertisers.

The Do’s:

1. Before you sit down to design your new media kit keep in mind that it is important that the media kit mirrors the design features of the publication. Brand synergy is a subtle sign that a publication has their act together. Your new media kit should be reviewed by a minimum of two sources outside your company reviewing for accuracy, clarity and simplicity. Consider using a local ad

agency or trusted top advertisers for the reviews.

2. Design your media kit to be a PDF, less than 2MB in size, which can be sent by email or downloaded from your website. Media buyers should be able to view and download the PDF directly from your website. Sales people should include a link to the media kit PDF and digital edition in their email signatures.

3. Create a header or footer for each page – especially your rate sheets – that includes your contact information. Remember, buyers rarely keep your entire kit so they must be able to contact you from any page in your kit.

4. Make sure your rate information is prominent and easy to read. Give your media kit to a local high school class and ask them how much certain types of ads will cost. If the class does not get an “A” on the assignment your information needs to be simplified.

5. Use well organized charts to graphically display rate information.

6. All rates should be labeled “gross” or “net.” A buyer needs to know whether their commission should be added to the rate, or is included in the rates listed.

7. Include effective dates on all rate sheets. Ideally, you will also include expiration dates so

media buyers know if the rates are outdated. It is very important that you change your rate card effective date every year – even if you do not change your rates. Not increasing rates might be something to promote, but the appearance of rates being outdated will lose sales.

8. Place your ad sizes, specs, deadlines and rates on the same page in your media kit. It’s ideal if a separate rate sheet for retail, insert, classified, special section, website, mobile media and other advertising options are printed on standard 8.5” x 11” paper. Buyers said they sometimes file the rate sheet for the type of advertising they buy and toss the rest of the kit.

9. Include all specifications. Note any differences between actual specifications and billed specifications so the media buyer can clearly see what the final bill will be.

10. Provide submission directions that include contact information and an after-hours contact that is available anytime in case problems arise close to deadline. Imagine that a major media buyer operating in Pacific Time wants to add your publication to a buy, but it’s already 7:00 p.m. at your office. The chance of your cell phone ringing often is slight, but a couple extra buys a year could make a big difference. Also, include an after- hours contact for preprint delivery.

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11. The cover of your media kit should only include your logo, geographic location and pictures of your publication(s), special sections and features. Media buyers do not care what your building, local landmark, community event, or people in your community look like. The cover of your media kit is valuable real estate. Use it to sell your publication. For newspapers, show a picture of your front page and all your sections and inserts. A picture of them fanned out is a good presentation. For magazines, show high-quality images of your covers.

12. Clearly identify your market. There are so many publications with common names that you must give geographic information on every page. Too many publications have names without a geographic reference. Make it obvious to a buyer where your market is located.

13. Make sure your media kit is well organized, free of errors and professional looking. This should be a given, but many media kits contained embarrassing errors.

14. Post your media kit on your website. The actual website page containing this data should include your publication's name and city. This is helpful for buyers who "bookmark" the page directly. Also, go to major search websites on a regular basis and search your city with words like "newspaper," "magazine," "advertising," and "media." If you are not the first search option you need to increase your presence. If you are uneasy about posting your media kit to your publication website consider, a B2B website for media buyer data.

15. Include your audit report in your media kit. If your publication is not audited, include your postal audit and/or a notarized sworn printer's statement.

16. Your media kit should include a map of your circulation area that clearly shows where you are located in the state with ZIP code, county and zone boundaries clearly marked. Your map should also include the MSA, CBSA and DMA circulation breakouts.

17. Your media kit should include a page for editorial and special section calendars. Make sure you include ad sizes, specs, deadlines and rates.

18. Compare your publication to other media in the market. Media comparisons are helpful and can make the difference in closing a sale. Make sure you are only presenting factual information like distribution by ZIP code or research from a respected source.

19. Include distribution by ZIP code data as an EXCEL file attached to emails or included on a jump drive if sent by mail. You should also consider adding sub-ZIP code distribution options. Contact CVC and we will send you an EXCEL file as the data appears on your CVC audit report.

20. Include rate information for all of the digital media offered by your company.

The Don'ts:

1. If you feel you still need a printed media kit, avoid big folders or binding your media kit. An 8.5" x 11" media kit slips easily in and out of buyers' files. Anything larger than that risks a one-way trip to the trash can. Simply fold a heavy stock 11x17 page to create a pocket to insert

information on separate 8 ½ x 11 pages. Yes, the days of the expensive folder for the media kit have come to an end!

2. Avoid cute die cuts, fluorescent colors and clip art. Die cuts make items harder to file and eliminate valuable space to highlight your publication. Fluorescent colored paper or ink can often not be copied or scanned – and are always hard to read. Never, never, never use clip art! If the clip art looked good to you it looked good to a lot of other publishers across the country.

3. Edit out the fluff. Your media kit should not read like a Chamber of Commerce brochure. It's okay to have a very short paragraph about your publication's history, but keep it short.

4. Don't automatically include a sample of your publication in your media kit. Ask if the buyer wants one, or they will request it if needed. If you do not have a digital edition, highly consider one. Contact CVC for our approved vendor list. Keep reading below to see how they will know what your publication looks like.

5. Don't risk insulting national buyers by including a credit application in your media kit. If you are lucky enough to be included in a buy that is the appropriate time to consider payment terms and options. ●

The Circulation Verification Council (CVC) is an independent, third-party reporting audit company. CVC audits thousands of editions nationwide with a combined circulation of more than 55,000,000. Our audits cover printing, distribution, circulation, websites, digital editions, social media, text media, podcasts, blogs and readership studies to give an accurate picture of a publication's reach and market penetration. For additional information contact CVC President / CEO Tim Bingaman at tbingaman@cvcaudit.com or (800) 262-6392. www.cvcaudit.com



Postal Pieces

USPS Files for Rate Changes

– Donna Hanbery

On January 15, 2015, the Postal Service announced, and sent to the Postal Regulatory Commission (PRC) for review, a price change filing for a CPI increase in its market dominant products.

In a filing that exceeded 350 pages, the Postal Service included tables showing the rates that would go into effect on April 26, 2015, combining a CPI rate cap increase averaging 1.966% on top of the existing exigency rates. The Postal Service also filed a schedule of what the rates would be with the CPI increase after an across-the-board rollback of the 4.3% exigency surcharge.

If the PRC order on the exigency case is upheld so that the Postal Service is required to rollback the 4.3% exigency surcharge as soon as the Postal Service has recouped \$2.8 billion in revenues that the PRC found the Postal Service lost “due to” the Great Recession, the alternative, lower, schedule of rates would likely go into effect in August or September 2015.

The Postal Service price change filing did not include proposed rates for competitive products. It did include several proposals that were aimed at addressing previous PRC concerns about “un-

derwater products” (products that are not paying their share of attributable costs) and changes designed to promote and incent certain preparation options for Standard Mail and Periodicals.

Key elements of the filing included the following:

- An average price change increase based on cumulative Consumer Price Index rate cap authority of 1.966%.
- The Postal Service did not propose any change in the current price of the single piece “Forever” stamp. That would stay at 49 cents.
- The Postal Service proposed higher-than-CPI rates for Standard Mail Flats and Parcels that had been critiqued as “underwater” in prior PRC reviews of the Postal Service’s compliance reports.
- The Postal Service created new and separate pricing for Flats that are prepared to be processed on FSS sorting equipment.
- The Postal Service introduced a new 5-digit carrier route pallet price to reward mailers that prepare and enter Flats on 5-digit pallets.

For free papers that do addressed Saturation Mail, the price adjustment was below the CPI price increase, with an increase of .6%. For papers mailed as commercial Saturation Flats using the EDDM, or simplified address format, the

price increase ranged from 1.7% to 2.5%, depending on the entry point. A chart of the Standard Mail Flats postage rate for Enhanced Carrier Route showing current and proposed rates accompanies this article.

For mailers that have used a Detached Address Label, the DAL surcharge increase was modest going from 3.4 cents a piece to 3.6 cents a piece. The Postal Service filing noted the price sensitivity of program mailers that use a DAL. The price adjustment also included a pound rate increase for pieces weighing more than 3.3 ounces that was less than CPI, averaging 1%. For years, SMC has advocated a reduction in the pound rate to help free paper publishers and shared mail advertising programs attract more insert pieces and to encourage vertical growth of mail programs.

The PRC filing starts the 45-day process for the PRC to review any rate proposals. In general, the PRC review is limited to whether or not the rates are lawful under the Postal Accountability and Enhancement Act and whether or not work-share discounts are justified if they exceed avoided costs.

In this case, some additional wrinkles are the submission of a price adjustment case by a Postal Board of Governors that no longer has a quorum.

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Lack of Presidential appointments and inaction by Congress has resulted in several vacancies on the Board of Governors. According to one postal commentator, an ironic "hoot" in this filing could arise with a legal challenge to the submission of a case by a Board acting through a Temporary Emergency Committee appointed to handle the CPI rate filing on the last day the Board met with a full quorum.

For mailers like free paper publishers that operate advertising programs and need to communicate price changes to customers, the filing is notice of a probable increases in prices consistent with the proposed prices on the accompanying chart, that will take effect on April 26, 2015. 🗳️

Improve your reach!



Not reaching enough potential customers? The Community Papers of Florida can expand your reach! For just **\$245**, your 25-word ad will reach over **3.4 million readers** in Florida. Call to place your ad today!

IMPROVE YOUR BOTTOM LINE

by selling CPF network ads!

Not sure how to sell network classifieds?

Call 352-347-4470 or email CPFDisplayAds@aol.com to schedule a training session!

Regular Standard Mail Flats Postage Rates--Enhanced Carrier Route (Effective 4/26/15) (All Rates Shown in Cents)

SUBCLASS/ Rate Category	For Pieces Weighing 3.3 Ounces or Less				For Pieces Weighing More than 3.3 Ounces							
	Curr. Rates	Prop. Rates	% Diff	Amt Diff	Current Rates		Proposed Rates		Proposed Rates (5-Digit Pallets) /1		Proposed Rates (Other) /1	
					Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound
ECR FLATS – Basic	29.5	30.0	1.7%	0.5	14.4	73.1			14.9	72.7	14.3	73.2
NDC Entry	26.1	26.6	1.9%	0.5	14.4	56.3			14.9	55.8	14.3	56.4
SCF Entry	25.1	25.6	2.0%	0.5	14.4	51.3			14.9	50.8	14.3	51.4
Delivery Unit Entry	24.1	24.1	0.0%	0.0	14.4	46.8			14.4	46.3	13.7	46.9
ECR FLATS High Density /2	24.3	24.8	2.1%	0.5	11.2	63.8	11.7	64.1				
NDC Entry	20.9	21.4	2.4%	0.5	11.2	47.0	11.7	47.3				
SCF Entry	19.9	20.4	2.5%	0.5	11.2	42.0	11.7	42.3				
Delivery Unit Entry	18.9	19.4	2.6%	0.5	11.2	37.5	11.7	37.8				
ECR FLATS – High Density Plus	23.8	24.2	1.7%	0.4	8.7	63.8	8.7	64.1				
NDC Entry	20.4	20.8	2.0%	0.4	8.7	47.0	8.7	47.3				
SCF Entry	19.4	19.8	2.1%	0.4	8.7	42.0	8.7	42.3				
Delivery Unit Entry	18.4	18.8	2.2%	0.4	8.7	37.5	8.7	37.8				
ECR FLATS – Saturation	21.1	21.2	0.5%	0.1	7.9	63.8	8.0	64.1				
NDC Entry	17.6	17.7	0.6%	0.1	7.9	47.0	8.0	47.3				
SCF Entry	16.6	16.7	0.6%	0.1	7.9	42.0	8.0	42.3				
Delivery Unit Entry	15.6	15.7	0.6%	0.1	7.9	37.5	8.0	37.8				
EDDM ECR FLATS – Saturation	21.2	21.5	1.4%	0.3	7.9	63.8	8.0	64.1				
NDC Entry	17.7	18.0	1.7%	0.3	7.9	47.0	8.0	47.3				
SCF Entry	16.7	17.0	1.8%	0.3	7.9	42.0	8.0	42.3				
Delivery Unit Entry	15.7	16.1	2.5%	0.4	7.9	37.5	8.0	37.8				

For all Standard Mail letters and flats, add \$0.073 (no change) per assessed piece, for mailings with less than 70 percent of pieces passing Performance Based Verification at acceptance and which cannot demonstrate Move Update compliance.

Forward and Return Service - If used with electronic/automated Address Correction Service, forwarded flats pay \$1.395 (was \$1.095) per piece (no change from current rate). Returned flats pay the applicable First-Class Mail price. All other returned flats requesting Forwarding-and-Return Service are charged the appropriate First-Class Mail price for the piece plus the price multiplied by a factor of 2.472.

Add \$0.036 (currently \$0.034) for each piece addressed using a Detached Address Label with no advertising or a Detached Address Label containing advertising (Detached Marketing Label).

Add \$0.021 (no change) for each piece that includes Picture Permit Imprint Indicia

/1 The USPS in its filing added a new Carrier Route flat category within Standard Mail called "5-Digit Pallet" to "encourage efficiency by providing lower prices for Carrier Route Flats on 5-Digit pallets than Carrier Route Flats in other containers." Prices for this category now are split into either "5-Digit Pallets" or "other" as shown.

/2 Subtract \$0.001 per piece for each High Density flat that complies with the requirements for Full Service Intelligent Mail.

This chart was prepared by Postal Consulting Services, Inc. Reprinted with permission from the Association for Postal Commerce(PostCom) 1/15/15



The “News Guru” Speaks

By the Numbers: How are newspapers doing right now?

– Kevin Slimp

In some parts of the world, people can tell spring is near by the longer days and signs of life. In my world, you can tell by the trips through airports and hours spent preparing and giving speeches.

There’s no doubt that it is convention season. The crowds have been large and enthusiastic. In just a few weeks I’ve been from Nashville, Tennessee to Bloomington, Minnesota and Columbus, Ohio to Edmonton, Alberta.

There are more publishers waiting to catch me after keynotes lately. When the last workshop is done, there are bigger lines wanting to talk. And what’s the question I get asked most often? “How can I get my hands on the results of your latest publisher survey?”

Your wait is up. Well, part of it is. You might remember that I conducted a survey of 614 publishers throughout the U.S. and Canada back in October. The results were quite interesting. Mostly, though, they led to more questions.

In late January, I sent out Survey II. So far, after two weeks, more than 300 newspaper executives have responded to the survey. Most are publishers. The

results are fascinating to a guy who loves numbers.

In future columns, I’ll share some of my thoughts on the meanings of these numbers. For now, let’s take a look at some of the more interesting results.

Respondents are from papers of all sizes and types. They pretty much fit the industry profile in North America. Several publishers of metros completed the survey, as did publishers of mid and small dailies. The largest number of respondents, as you might guess, were from weekly newspapers. That makes sense, since the majority of newspapers are weekly.

A paid newspaper is the primary product of 80 percent of respondents, and 20 percent indicated their primary products were free papers. These were broken down into free newspapers and shoppers. About one-fourth of the free papers classified themselves as “shoppers.”

In future columns, I plan to break the results down in more detail, by size, type, etc. For this column, I will stick with the overall results.

In general, newspaper advertising revenue seems to have dropped a little, but not much. Advertising revenue has decreased for 44 percent of respondents, with most of those indicating it has decreased “a little, but not drastically.”

Continued on page 19

North America Publishers Survey II February 2015



© Kevin Slimp

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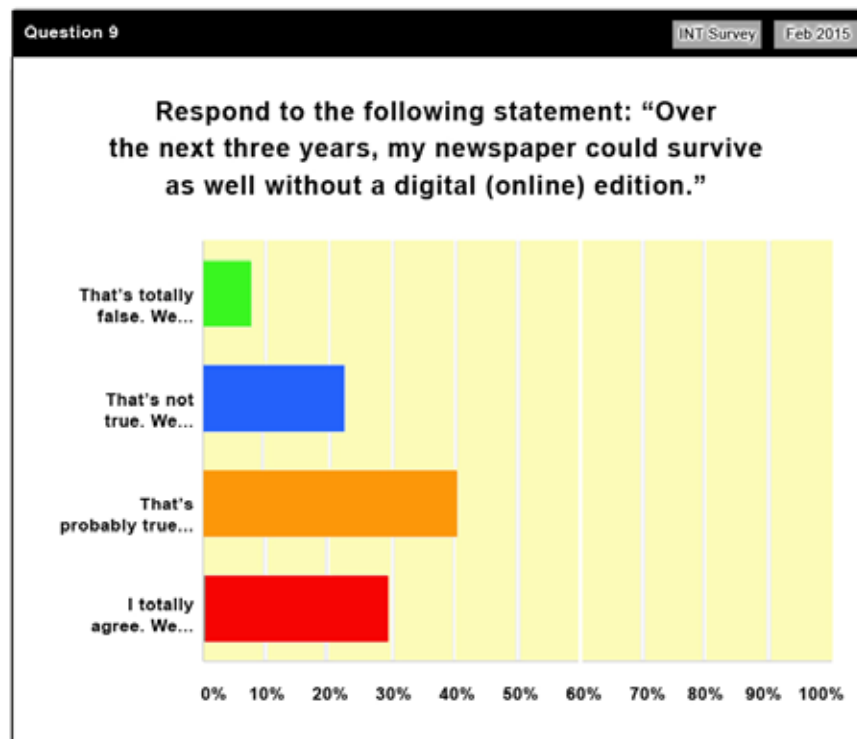
Advertising revenue has remained “relatively steady” for 26 percent of respondents over the past three years, while 30 percent report their ad revenue has increased.

Over the past year, however, the number who say their ad revenue has decreased is much closer to those who indicate their revenue has increased. It’s almost an even split between decreased, remained steady and increased.

According to 99 percent of respondents, print revenue is the key to profitability, while 9 percent added that, while print is the greatest source of revenue, digital sources make up a significant part of their revenue. 90 percent responded that digital revenue was “negligible.”

It gets a little confusing in the next question. When asked to respond to the statement: “Over the next three years, my newspaper could survive as well without a digital (online) edition,” 70 percent said that was a true statement. While, in the previous question, only 9 percent indicated they get a significant share of their revenue from digital, 30 percent answered they would lose “a lot of revenue,” if they didn’t have a digital edition. Confusing, but true. We’ll look into that in more detail in a later column.

There’s no doubt what the major source of revenue is at most newspapers. Without a print edition, 99 percent of respondents said they



didn’t believe they could make it. For further emphasis, 82 percent went so far as to answer, “That’s crazy. We’d never make it without a print edition.”

When asked where the most revenue is generated on the digital platform, 21 percent of respondents answered “up-selling print ads to our digital side.” Revenue from ads sold on the digital platform only has been the most advantageous for 14 percent of respondents, while another 11 percent answered, “Bundling print and digital subscriptions.” Alternately, 29 percent indicated that they have a digital presence but do not generate any

revenue from it, and 14 percent answered that they do not have a digital presence.

We asked questions related to profitability. Responses from 90 percent of executives indicated that their newspapers are profitable and 55 percent added that they foresee profitability well into the future. Four percent reported record profits over the “past year or two.”

That gives you some indication of the pulse of newspaper executives at the moment. While I only discussed roughly one-fifth of the survey questions in this brief treatise, I plan to share more in future columns.

How can information like this affect your newspaper? While with a client in Virginia last week, I was asked for thoughts concerning future changes being discussed at their paper. I asked if they would like to look over the results of this survey, which they did.

Afterwards, the publisher told me, “That is so helpful. I think we’ll hold off on some of the changes we were planning.”

More information will come, but I’ve more than used my 800 words for this column. 🎯

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



Sales Training

A simple formula for (sales) meetings

— John Foust

Sherry works in the production department of a large paper. She told me about the special formula they frequently use in meetings that are intended to evaluate procedures. The meetings are based on three simple questions: (1) What should we start doing? (2) What should we stop doing? And (3) What should we continue?

"I don't know the origin of the formula," Sherry said, "because it was being used before I arrived. Like so many other techniques, the beauty is in its simplicity. We begin by posting three sheets of flip-chart paper on the wall. One is labeled 'start,' one is labeled 'stop,' and one is labeled 'continue.' We focus on a specific issue and list ideas in each category. It's natural to bounce back and forth between the categories. One idea leads to another, sometimes on a different sheet."

Let's take a look at the three questions:

1. What do we need to start doing? "In an industry that is changing faster than ever before, this forces us to think beyond the way we're currently doing things," Sherry said. "It also gives us permission to consider ideas we've heard about. We talk to people at newspaper conferences – and sometimes we call other papers – to ask how they approach certain problems. Why reinvent the wheel, when we can learn from others?"

"We write down the ideas and analyze each one.

What might work? What are the steps to implementation? How could we propose it to management?"

2. What do we need to stop doing? "This reminds me of the story about the lady who cut the ends off a ham before putting it in the oven," Sherry said. "A friend asked why, and she said her mother had always done that. The conversation motivated her to investigate and she learned that her mother did it because her mother had done it. Then she asked her grandmother about it and learned that the ends were trimmed to fit in her grandmother's small oven.

"Nothing is off-limits in our meetings," Sherry explained. "We can't afford to keep doing certain things because they've always been done."

3. What should we continue? "Of course we have to adapt to stay ahead, but change just for the sake of change is not a good thing," Sherry said. "Some processes work fine – and we want to keep doing those things."

I believe Sherry's technique can be used in a lot of departmental meetings – including advertising. Think of all the time that is wasted by sitting around the table trying to answer the vague question, "What should we try to change around here?" Wouldn't it be better to focus everyone's attention on these three specific areas?

"Not all of our meetings produce groundbreaking ideas," Sherry said. "But these three questions have helped us focus our attention on how to put out a better product. We don't care who comes up with the ideas. All we care about is results."

Results. That sounds like a pretty good reason to try this technique. ●

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A simple formula:

What should we start doing?

What should we stop doing?

What should we continue?