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## We are gearing up for Conference!

The Community Papers of Florida (CPF) annual conference is scheduled for September 18-19, 2015 at the Caribe Royale Resort in Orlando.

The highlight of the conference will be the annual “Awards for Excellence” awards luncheon, which will take place at noon on Saturday.

Last year at the combined conference with the Independent Free Papers of America (IFPA) and the Southeastern Advertising Publishers Association (SAPA), few categories were used for the awards competition and the entire process was accomplished online. It should be noted that the board of directors has gone back to our old format of judging, and the ceremony will again highlight the winners by video followed by a photo session.

The editorial and graphic awards competition rules, categories and entry forms are listed in this CPF newsletter.

This year’s conference will include a Publishers & Senior Management Roundtable, an Open Mike session, a digital panel discussion on “How to Make Money Online,” and a Three Minute Idea Fair. The conference committee is also planning on using The Leadership Institute for a presentation.

On Friday evening, weather permitting, a Tailgate Party is planned outdoors. You are encouraged to wear you team colors.

This year the conference will end on Saturday afternoon. You are on your own for Saturday evening. Disney and other area attractions are nearby.

**It’s that time again –** time to search through your archives and pull out **your best work.** Show us your hard-hitting **editorials**, your eye-catching **ads** and your classy **media packages.** Brag about what your paper did to **serve your community**, or what wonderful **testimonial letters** you’ve received from your **advertisers.** But plan to do it soon! **Contest entries** must be **received** by the CPF office no later than **August 3, 2015!**

**Gather your “Awards for Excellence” entries NOW!**

# CPF's Board of Directors & Staff



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**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](http://www.communitypapersofflora.com)



# The President's Message

*It's time to get excited about our annual CPF conference!*

– Wendy Murray

The annual Community Papers of Florida (CPF) conference is fast approaching and it's time for members to register for the September 18-19 event at the Caribe Royale Resort in Orlando.

What can you expect?

You will have the opportunity to rub elbows with peers in the association; be exposed to training programs that will help your sales; win some awards during the Awards for Excellence competition; exchange ideas; be served great food; and take part in the Friday evening "Tailgate Party" welcome reception.

We will open the conference Friday afternoon with a Publishers & Senior Management Roundtable moderated by Dan Autrey. The president of the Tampa Bay Newspapers, Autrey is a past president and a longtime CPF board member.

Justo Rey will follow the opening session moderating an Open Mike session. Here is your chance to take part in a session and share your knowledge with your peers. Rey is the president of The Flyer, a longtime CPF board member, and a past president of the association.

A digital panel discussion titled "How to Make Money Online" will follow the Open Mike session. David Crawford, a regional account manager for Standard Rate and Data Service (SRDS), will moderate the panel discussion.

Bring your favorite college football team clothing to dress up for the Friday evening "Tailgate Party." We will be in the first month of college football and we have no doubt that the colors you wear will belong to the top-ranked college team.

CPF will provide hotel vouchers to purchase breakfast on your own on Saturday morning.

Saturday's conference kickoff will be at 9:00 a.m. with the introduction of guests and vendors and the state of the association address.

At 9:30 a.m. Charlie Delatorre of The Leadership Institute will teach a TLI class. Charlie is the president and owner of Tower Publications in Gainesville as well as a longtime CPF board member and a past president of the association.

At 11:00 a.m. Tim Bingaman will take over the mic and update members on the Circulation Verification Council (CVC) audits. Tim is the president and founder of CVC.

The noon luncheon will include the Awards for Excellence awards ceremony. We have gone back to the old format – expect lots of graphic and editorial awards and a photo session to show off your publication's winners. The award guidelines and category information is included in this newsletter.

We will close the conference with the Three Minute Idea Fair. This will be your opportunity to tell your peers how to make some money and for you, if you are a winner, to take some money home. Gary Hawken will be back to moderate this event. The former owner and publisher of Flashes Shopping Guide in Stuart is retired. He is a past CPF board member and president.

Saturday evening you are on your own. Disney and numerous tourist attractions are nearby.

The registration page for the CPF conference is included in this newsletter.

We look forward to visiting with you in Orlando. 📍



# Awards for Excellence

## Contest Rules & Categories

Entries are due by Monday, August 3!

### Contest Rules

**ELIGIBILITY:** All entries must have been conceived, written and designed by staff members. Entries must be produced solely by bona fide employees of a CPF member publication, and all entries are subject to verification.

**READY-MADE ADS:** The Awards for Excellence is a contest to recognize the creativity of employees of CPF member publications. The creative element should be stressed, and any art service illustrations may ONLY be used to supplement original design ideas. Advertising agency ads and ready-made ads from the services should not be entered into the competition (except for category 8b) and will be automatically disqualified if they are.

**CRITERIA FOR JUDGING:** Judging will be based on originality, layout and design, headline, copy, use of artwork/photography and color, when applicable.

**AWARDS:** Judges will select First, Second, and Third Place winners. They have complete discretion in making awards and their decisions are final. Plaques will be presented to all winning newspapers.

### 2015 Contest Categories

#### 1. EDITORIAL

- 1a. **PERSONAL COLUMN** – A column, written by the publisher or a member of his/her staff, covering any topic.
- 1b. **BEST EDITORIAL** on a subject of local community interest which best expresses a hometown allegiance.
- 1c. **NEWS STORY** – A written rendering of a newsworthy event or an article concerning a particular item, product, place or thing. Include byline.
- 1d. **BEST ORIGINAL WRITING** for a human interest or feature article.
- 1e. **BEST ORIGINAL PHOTOGRAPH** used for a feature or general interest story.
- 1f. **BEST ORIGINAL PHOTOGRAPH** used for a community news event.
- 1g. **BEST ORIGINAL PHOTOGRAPH** used for a sports event.
- 1h. **BEST ORIGINAL PHOTOGRAPHIC SPREAD** for a feature or general interest story, community news event or sports event.
- 1i. **BEST INDEPENDENT PHOTO FEATURE** – Photo with a tag line but no story.

#### 2. SALES PROMOTION

- 2a. **SALES KIT/MEDIA PACKAGE** – Includes rate cards, demographic information, sales sheets, etc.
- 2b. **CLASSIFIED PROMOTION** (In a paper that promotes using classified advertising or offers classified specials.)
- 2c. **SELF PROMOTION IN PAPER** – Advertising in your paper that promotes the use of your paper by advertisers or acceptance by readers. Includes testimonials.
- 2d. **COMMUNITY SERVICE PROMOTION** – The paper's role in serving its own community by promoting community projects or time-dated events such as an organization's fund raising event, i.e.: a festival, concert, or fund drive. Single or multiple ROP pages.

#### 3. RETAIL ADVERTISING

*(All Retail Advertising [products and/or services] other than Automotive, Real Estate, Dining & Entertainment, or those specific categories included in the Professional Services Advertising category.)*

- 3a. **BLACK & WHITE**
- 3b. **FULL COLOR/PROCESS (MORE THAN 1/2 PAGE)**



- 3c. FULL COLOR/PROCESS (1/4 TO 1/2 PAGE)
- 3d. FULL COLOR/PROCESS (LESS THAN 1/4 PAGE)

## 4. AUTOMOTIVE ADVERTISING

- 4a. BLACK & WHITE
- 4b. FULL COLOR/PROCESS (MORE THAN 1/2 PAGE)
- 4c. FULL COLOR/PROCESS (1/4 TO 1/2 PAGE)
- 4d. FULL COLOR/PROCESS (LESS THAN 1/4 PAGE)

## 5. REAL ESTATE ADVERTISING

- 5a. BLACK & WHITE
- 5b. FULL COLOR/PROCESS (MORE THAN 1/2 PAGE)
- 5c. FULL COLOR/PROCESS (1/4 TO 1/2 PAGE)
- 5d. FULL COLOR/PROCESS (LESS THAN 1/4 PAGE)

## 6. DINING & ENTERTAINMENT ADVERTISING

- 6a. BLACK & WHITE
- 6b. FULL COLOR/PROCESS (MORE THAN 1/2 PAGE)
- 6c. FULL COLOR/PROCESS (1/4 TO 1/2 PAGE)
- 6d. FULL COLOR/PROCESS (LESS THAN 1/4 PAGE)

## 7. PROFESSIONAL SERVICES ADVERTISING

*(Limited to Lawyers, Medical Professionals, Financial, Insurance and Political Ads)*

- 7a. BLACK & WHITE
- 7b. FULL COLOR/PROCESS (MORE THAN 1/2 PAGE)
- 7c. FULL COLOR/PROCESS (1/4 TO 1/2 PAGE)
- 7d. FULL COLOR/PROCESS (LESS THAN 1/4 PAGE)

## 8. MULTIPLE CATEGORIES

- 8a. THEME PROMOTION – A common theme for a group of businesses such as car care, home improvement, holiday themes, strip malls or shopping centers, gang ad with common theme, etc.

8b. AGENCY PRODUCED AD – An ad produced solely by a local outside agency. (*Note: The name of the agency that created the ad should be credited on the entry form. Submissions credited to “[Newspaper] Staff” or “[Newspaper] Art Department” will be disqualified.*)

8c. ADVERTISING CAMPAIGN – Multiple ads for a single client using continuity of theme and artwork.

8d. SINGLE SHEET INSERT (Designed by your publication.)

8e. IN-HOUSE PRODUCED ADVERTISING INSERT (More than single sheet.)

8f. BEST ADVERTISING HEADLINE – The headline must be conceived and written by a member of your staff and not part of an advertising agency ad or ready-made ad from the services.

## 9. SPECIAL SECTIONS

- 9a. BEST COVER DESIGN – NEWSPRINT
- 9b. BEST COVER DESIGN – GLOSS
- 9c. BEST CREATIVE CONCEPT
- 9d. BEST CREATIVE CONTENT
- 9e. BEST OVERALL design, format or concept. (*The judges will choose the winner of this category from entries received in categories 9a, 9b, 9c & 9d. Separate entries in this category are not accepted.*)

## 10. CLASSIFIED

10a. TELEMARKETING DISPLAY – Use of the tele-marketing department to sell a page or multiple pages of classified display advertising using a common theme.

## 11. INTERNET / WEB PAGE

11a. BEST INTERNET HOME SITE design & presentation. (Be sure to submit a printed copy of your home page as your entry, not just the Website address.)

## 12. JUDGE'S CHOICE AND BEST OF SHOW

12a. JUDGE'S CHOICE – This award will be presented by each judge for his/her favorite entry. The judges will choose the winners of this category from all entries received. Separate entries in this category are not accepted.

12b. BEST OF SHOW – This award will be presented for the highest-scoring entry. The judges will choose the winner of this category from all entries received. Separate entries in this category are not accepted. 🎯

*Mail or Overnight Your Entries to*

**Community Papers of Florida**

**13405 SE Hwy. 484**

**Belleview, FL 34420**

*for delivery by*

**August 3, 2015!**



## Entry Specifications & Forms

1. Only items published between August 1, 2014, and July 31, 2015, are eligible for entry.
2. Entries should be securely mounted (glued, taped or stapled on a minimum of all four corners) on half-sized sheets of poster board (approximately 14" x 22"), unless a full sheet is required due to the size of the entry. Do not use full-sized sheets of poster board unless it is *absolutely necessary*.

- The publication date should be clearly visible on the tearsheet. If the entry has been cut out of the tearsheet, a full tearsheet showing the publication date must be attached to the back of the entry poster board. *An electronic tearsheet, printed from your computer and mounted as described above, may be submitted in place of a tearsheet.*

- Be sure that any permanent markings drawing attention to the entry (i.e. black magic marker or highlighter arrows, etc.) do not actually run into or cover any part of the entry. Exception: Stick-on arrows that are easily removed.

- For editorial categories, be sure to include the entire article/story. If a jump is omitted, the story will be disqualified.

- For editorial submissions in Spanish, please attach an English translation to the back of the entry. Spanish entries submitted without an English translation will be disqualified.

- When a full copy of a magazine or brochure is being submitted, please insert it into a clear pocket securely mounted on the poster board. The pocket should be taped closed with

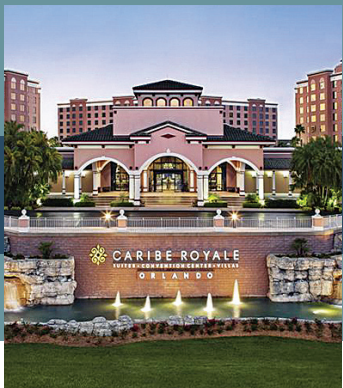
masking tape for shipping.

- No more than one entry per poster board.
3. Entry tags must be completely filled out and attached to the BACK of the mounted entries in the UPPER RIGHT-HAND CORNER of the vertically-held entry board, NOT in the center of the board nor in the left corner. Be sure to credit the author(s), artist(s), department or outside agency that created the entry. No more than one (1) category per poster board. (If you are entering the same ad in more than one category, each entry must be on its own poster board.)
  4. Each entry must have a category properly marked. Be sure that your handwriting is legible and others can read it, particularly as it pertains to subcategories. (A handwritten "c" and "e" look alike if not printed carefully.) If an entry is not marked or is entered into the wrong category, it will be removed from the competition.
  5. No more than two (2) entries will be accepted per category, per publication.
  6. Entry Fees: Each company will pay an entry fee of \$2.50 per entry. *Fees are due with the contest entries. Entries received without payment of proper fees will be removed from the competition.*
  7. Entries should be shipped to: Community Papers of Florida, 13405 SE Hwy. 484, Belleview, FL 34420.
  8. All entries must be received by the CPF office no later than Monday, August 3, 2015. Judging will take place August 4, 2015. 🎯

Publication _____
Contact Person _____
Phone _____
Advertiser _____
_____
<i>(For editorial entries, put name of article here)</i>
Credits _____
_____
<i>(Name of the author(s), artist(s), or outside agency that created the entry. If none, put "none" and the publication will be credited.)</i>
<b>PRINT CATEGORY NUMBER HERE</b> ➔ <input style="width: 50px; height: 50px;" type="text"/>
<b>Limit of 2 entries per category per publication</b>

Publication _____
Contact Person _____
Phone _____
Advertiser _____
_____
<i>(For editorial entries, put name of article here)</i>
Credits _____
_____
<i>(Name of the author(s), artist(s), or outside agency that created the entry. If none, put "none" and the publication will be credited.)</i>
<b>PRINT CATEGORY NUMBER HERE</b> ➔ <input style="width: 50px; height: 50px;" type="text"/>
<b>Limit of 2 entries per category per publication</b>

Publication _____
Contact Person _____
Phone _____
Advertiser _____
_____
<i>(For editorial entries, put name of article here)</i>
Credits _____
_____
<i>(Name of the author(s), artist(s), or outside agency that created the entry. If none, put "none" and the publication will be credited.)</i>
<b>PRINT CATEGORY NUMBER HERE</b> ➔ <input style="width: 50px; height: 50px;" type="text"/>
<b>Limit of 2 entries per category per publication</b>



# 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.

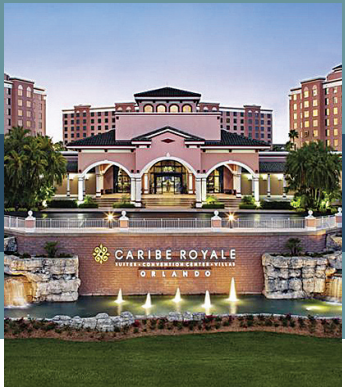
The resort offers transportation to nearby Disney World, top recreation facilities and great meeting rooms. In the past it has provided good service and food as well as suites for each member who attended.

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

## Seeking Nominations for the Beckerman Award!

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: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

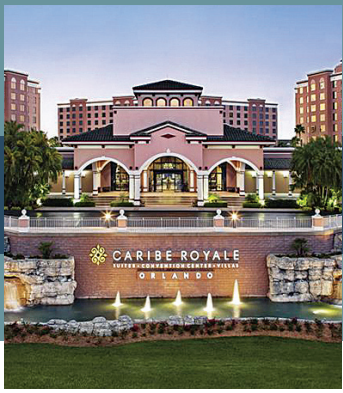
Date Service Performed: \_\_\_\_\_

Effects of the Service: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of Employee (if employee related): \_\_\_\_\_





# Conference Update

## Meet the Speakers

We've got a great lineup planned!

### The Friday Sessions



Dan Autrey

Dan Autrey will open the Community Papers of Florida (CPF) conference on Friday by moderating the popular Publishers & Senior Management Roundtable.

Autrey is the president of Tampa Bay Newspapers. Prior to that he was the publisher of the Osceola News Gazette, the Osceola Shopper and the South Orange Shopping News in Kissimmee.

Autrey has served on the CPF board of directors and is a past president, vice president and secretary of the board. He is a recipient of the association's top award, the Milton & Bernice Beckerman Award for community service. He also serves on the board of directors and as president of the Florida Press Association.

Autrey holds a bachelors degree from the University of Central Florida. Married to Michele, they have three children.

Justo Rey will moderate the Open Mike session scheduled for Friday afternoon.

Rey is the president of The Flyer. Previously he served as the president of the Forum Publish-



Justo Rey

ing Group in Southeast Florida, which publishes 28 community newspapers with a circulation of over 900,000. Prior to his appointment as president he served as vice president of sales and marketing for the Forum group.

Rey started his advertising career in 1978 with The Flyer in Miami. He became acquainted with The Flyer by placing display ads while working for a retail chain. He took an interest in advertising and applied for employment with The Flyer.

In 1988 he was employed with Spinpress, a national book publishing company.

He later accepted a position as publisher of the Miami expansion publications of the South Florida Newspaper Network, which is now the Forum Publishing Group.

Rey was appointed to the CPF board of directors in 2004. Since then he has served on committees and as the secretary, treasurer, vice president and president of the association.

Rey is a native of Cuba who moved to the United States when he was 14. He attended Barry University in Miami Shores, Fla.



David Crawford

David Crawford will moderate the digital panel discussion on "How to Money Online."

Crawford has made print media his career. He is the regional account manager for Standard Rate and Data Service (SRDS).

SRDS is considered the Bible of the advertising agencies, which cite the companies their number one resource in the industry. Through the efforts of PaperChain the free paper industry data is now listed along with the daily newspapers on their website.

Crawford has over 10 years of employment as a print media buyer and planner. The account roster he helped manage is a who's who of companies such as Home Depot, Bed Bath & Beyond and JCPenny. He also worked on national campaigns for the likes of Coca Cola and Turtle Wax.

His understanding of what it takes to get a planner's attention and what information motivates them to look at markets has made him an asset to his media partners.

Joining the digital panel is Angel Leonard, the group digital advertising sales manager for Forum Publishing Group in Southeast Florida.



Angel Leonard

For over a decade Leonard was the sole owner of three multimillion dollar durable medical equipment companies.

A strategist by nature, she made the move from running her own businesses to helping others market theirs. "A seamless transition," she said.

In 2007 she embarked on a new journey as a multimedia account manager for the Sun Sentinel in Fort Lauderdale, Fla., where grew a small local territory to sales of \$1.6 million in retail print ads per year.

In 2014 she moved to her current position with the Forum Publishing Group. The products she controls range from four dollar replica editions to \$20,000 sponsorships. She specializes in websites, SEO, PPC and many other services.

Leonard has a passion for volunteer non-profit work and she enjoys playing poker. She is a 1994 graduate of the University of Tennessee with a bachelors degree in business management. A native of Fort Lauderdale, she resides in South Florida with her two daughters.

## The Saturday Sessions

Charlie Delatorre will lead off the Saturday morning session for the conference by teaching one of the Association of Free Community Papers (AFCP) The Leadership Institute (TLI) classes. He has been a TLI instructor since its inception. In 2014 AFCP honored him as its Publisher of the Year.



Charlie Delatorre

As a long-serving CPF board member and past president, he has been an outspoken advocate of free papers for many years. He started his publishing career in sales with the Buyers Guide in Gainesville, owned by Add Inc, and quickly moved to the position of general manager. He negotiated a deal to purchase the publication and has since been successful publishing numerous publications under Tower Publications.

As a graduate of the University of Florida, he will point out that the Swamp in Gainesville, Fla., where the Gators play, is the most important scene in all the sports world; and he will be quick to tell you the University of Florida is the best college in America. At the University of Florida he earned a bachelors degree in political science with a minor in business administration. He and his wife, Bonita, live in Gainesville with their two children: a daughter, Lauren, and a son, Charlie Jr.



Tim Bingaman

The president of Circulation Verification Council (CVC), Tim Bingaman, will update members on CVC audits and its activities at 11:00 a.m. Saturday at the CPF conference in Orlando.

The CPF board has approved funding for CVC to conduct annual audits for members that participate in the association's classified network.

Bingaman and his wife, Sue, founded CVC in 1992 when they audited 13 papers. CVC now

provides audits for over 1,200 papers with a circulation of over 60 million. CVC also maintains a database of over 22,000 ad agencies.

Prior to starting CVC, Bingaman worked on several Gannet publications before joining Ralph Ingersoll's team where he was involved with the startup of the St. Louis Sun.

He has received several honors from the free paper industry, including the Association of Free Community Papers (AFCP) Distinguished Service Award and the Southeastern Advertising Publishers Association (SAPA) Herb Campbell Award.



Gary Hawken

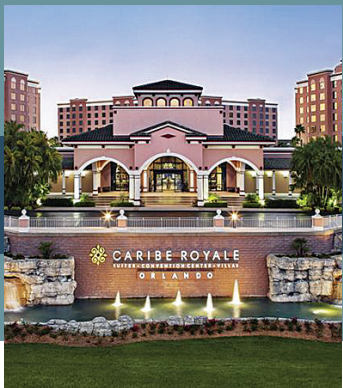
The Three Minute Idea Fair will be the final event of the Community Papers of Florida (CPF) conference scheduled September 18-19 at the Caribe Royale Resort in Orlando.

Gary Hawken returns to moderate this session at 2:30 p.m. Saturday.

Hawken, the former owner and publisher of Flashes Shopping Guide in Stuart, was a member of the Community Papers of Florida for over 30 years. He has held every office including president, and he served on the board of directors for close to 20 years.

For over 10 years he chaired the conference idea fairs. For his service to the association, in 1996 he was the recipient of the CPF Presidential Award.

A graduate of the University of Florida, he is a huge supporter of the "Gator Nation."



# 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 or after July 20, 2015 (for publications that SELL the network ads) or on or after 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 requested 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: \_\_\_\_\_



# PaperChain Link & Learn

## Five Steps to Creativity

— Jim Busch

Two of my passions in life are my love of books and my love of advertising. Many years ago, when I got into the industry, I combined these two interests and started collecting old advertising books.

Surprisingly, though some of the books in my collection date back to the 1920's, much of the information is still relevant and useful. The technology changes (I have some books that talk about dealing with this new fangled thing called radio), but people and the art of selling have actually changed very little. I've found that some of the older books are written more clearly and demonstrate an understanding of human nature often lacking in more recent titles. I feel like the original "mad men," David Ogilvy, John Caples, Bill Bernbach and Rosser Reeves, were my mentors. This month's Link & Learn offers some advice from one of books in my collection that is even more important today than when it was written over seventy years ago.

James Webb Young was the prototype of an "ad man," a self educated, self-made man who had a big impact on the advertising industry. Born in 1886, Young dropped out of the sixth grade and took a job as a stock boy for a Methodist book and magazine publisher. In true Horatio Alger fash-

ion, over a period of ten years he raised himself up to become the firm's advertising manager. Webb was exceptionally intelligent and a dedicated reader who spent a lifetime educating himself. He worked for a number of publishers around the country before landing a job with the great J. Walter Thompson Advertising Agency, where he earned a reputation as a creative genius. By the time of his death, he was founder of the American Association of Advertising and a legend in the industry. During his career he found time to write three books, *Diary of an Ad Man*, *How to Become an Ad Man* and his best known work, *A Technique for Producing Ideas*. Recently, while rearranging my bookshelves, I found myself compelled to reread "A Technique." Realizing that his advice is as fresh as it was when it was originally published in 1944, I decided to write a synopsis of this great book to share with our Link & Learn readers.

James Webb Young wrote *A Technique for Producing Ideas* when a colleague asked him, "Where do you get all your ideas?" Webb didn't know how to respond. Though he spent his life producing new ideas for his clients on demand, he was unable to describe his creative process. A humble man, he did not attribute his creativity to his own "brilliance." He felt he was an ordinary man. He refused to think of this skill as "magic" or as a "gift." He likened "producing ideas" to a Ford factory producing cars. Once the process

was determined, it could be replicated whenever a new idea was needed.

He sat down and began analyzing his own creative process and talked to other creative people in business and the arts to discuss theirs. Young's work led him to identify a five-step process for "Producing Ideas." His methods have been verified by modern research into how the brain functions and the creative process. In an age where offering our advertisers new and creative ways to promote their products is important, James Webb Young's technique is critical not only to our success, but to our very survival.

James Webb Young divided the world into two kinds of people: "speculators" and "rentiers." Speculators, in this context, refers to people who are "constantly pre-occupied with the possibilities of the situation." He describes them as "reconstructors of the world" and as people who can't let well enough alone. Never satisfied, they are always looking for a way to make things better.

On the other hand, rentiers, a French term which literally means "stockholder," are conservative in that they resist change. They are comfortable with the status quo, preferring to leave things as they are. Young felt that "speculators" were responsible for all advances in business, science and the arts. He believed that with training and coaching anyone could become a "speculator."

## Young's Five Step Process

**Step 1: Gather Material.** James Webb Young wrote, "An idea is nothing more or less than a new combination of old elements." He felt that the more "elements" you had to work with, the more ideas you could produce. He said that an advertising professional needed to collect two kinds of information, "general" and "specific." Collecting general information is a never-ending task.

He felt that the first step to creativity is curiosity. He encouraged his readers to be curious about everything and anything; to collect information from a broad range of subjects and interests. The more random facts you have stored away in your brain, the larger number of combinations, i.e. new ideas, you will be able to produce. When presented with a problem, you should begin collecting specific information. In advertising, you need to learn as much as possible about the product you are selling and the client you are representing. You also need to learn everything you can about the customers who are likely to buy the product. This will enable you to see areas where you can bring the two together to satisfy the needs of both buyer and seller.

**Step 2: Digest the material.** Young knew that individual facts are meaningless; that new ideas stem from seeing the relationships between isolated facts and concepts. He likened the creative process to a child's kaleidoscope in that we should keep turning all of the information we've gathered over and over in our minds.

Working in the dark ages before computers, James Webb Young collected his facts on 3" X 5" index cards, arranging them by category. While we

have access to modern technology and searchable databases, there is something to be said for Young's old school methods. Writing the information on the cards and shuffling through them engages different parts of the brain. Physically handling the cards slows the process down and may help you to see relationships that you might miss on a computer screen. You should write down every idea that pops into your head, no matter how outlandish. Your "wild" ideas may be the seed of a practical solution.

Young emphasized that this is the most difficult part of the process. He agreed with his friend Henry Ford's statement that, "Thinking is the hardest work there is, which is probably why so few people engage in it." He encouraged his readers to look at the problem from every angle and to stick to it until you're sure you've considered all the possibilities.

**Step 3: Incubation stage.** This is by far the easiest part of Young's process. Once he was sure he had thoroughly considered the problem, he would "drop it." He would go to bed, take a walk or move on to some unrelated task. This allows your unconscious to go to work. Today psychologists talk about system 1 (conscious) and system 2 (unconscious) thinking. Young's method allows your more creative system 2 to come up with an idea without interference from the self-critical system 1.

**Step 4: Birth of an idea.** If you've done the hard work of collecting and analyzing the information available to you and then shut down your conscious brain, allowing your unconscious to go to work, the idea you're looking for will pop into your brain fully formed. This is something like the old show business joke, "It takes ten years to become an overnight success." There

is a mythology about the creative process, that great ideas simply come to creative people like a flash of lightning. This myth arose because casual observers did not see the hard work and deep thought that went into the process.

**Step 5: Refining the idea.** James Webb Young was not an inventor working alone in a basement somewhere. He spent his career working inside large organizations. He knew the value of soliciting the opinions of others. He advised creators not to be overprotective of their ideas. He felt that good ideas became great ideas through exposure to criticism. He understood that others may see something he had missed in the creative process. James Webb Young believed that truly great ideas had "self expanding properties" stimulating others to develop their own creative solutions.

**Conclusion.** This column is just a synopsis of this powerful little book. (My 1956 edition runs just 61 pages.) If you are interested in reading it for yourself, *A Technique for Producing Ideas* is still in print. At this writing, new copies were available on Amazon for \$5.35. It is written in a simple, direct, easy-to-read style. I first read mine in about an hour, and have reread it many times since.

Many people consider me a "very creative person." I owe this reputation to James Webb Young and his five steps. Though James Webb Young died in 1973, two years before the founding of Microsoft and three years before Apple opened for business, his ideas have a place in the 21st century. The ability to develop fresh new ideas for our customers is the ultimate competitive advantage. With the spirit of James Webb Young by our side, we will be able to come up with creative solutions that will keep our customers happy and our publications strong far into the future. 🚀



# Sales Training

## *Selling Ads in a World of Bright Shiny Objects*

– John Foust

Meet Erica, a veteran of many years of sales presentations. “There’s a lot of talk these days about people who are drawn to Bright Shiny Objects,” she told me.

“In most cases, that’s a reference to consumers rushing to purchase the newest technical gadget, even if their older version works just fine. But in reality, Bright Shiny Objects can refer to anything new and different.

“One of the lessons I’ve learned over the years,” she said, “is that some people are restless. For whatever reason – desire for novelty, competition with peer groups, or plain old boredom – they are always on the lookout for new things. In the business world, they are constantly trying new procedures, new initiatives, new vendors – even new employees. If the new thing works, fine. If not, there’s always another new thing around the corner.”

Erica explained that she looks for evidence of the Bright Shiny Object syndrome. For example, is an advertiser always considering new themes or media plans? Are marketing proposals requested frequently? Has he or she ever tried to shorten a long-term ad contract? Does the account seem to have a new ad agency – and a

tweaked brand identity – every year?

“These are signs of someone who likes Bright Shiny Objects,” she said. “So I build my presentations around newness. Of course, I mention my paper’s stability in being around for a long time, but I put a lot of emphasis on the new things we have to offer.”

That’s a solid sales strategy. Let’s take a closer look:

1. New information. “Like any good sales person, I ask a lot of questions,” Erica said. “There’s a lot of truth in the old saying, ‘knowledge is power.’ The only thing I can learn by talking is that I might be talking too much.”

She is consistently looking for new information about her advertisers. What are their thoughts on their current marketing? What are they considering for the future? What information can she provide that might be of help?

**A new product is  
an authentic  
Bright Shiny Object.**

2. New audience. “Our number one product is readership,” Erica said. “When we expand our coverage, that’s big news. I’ve found it helpful to use a map to show the growth areas. A picture is worth a thousand words, and geographic changes are easy to illustrate.”

3. New products. According to Erica, this is where you can score big points. A new product – whether it’s a special section, a snazzy addition to your website, or a social media feature – is an authentic Bright Shiny Object.

4. Improvements in existing products. Does your paper have a new printing process? (That can mean better color and faster turnaround.) Do you have access to new market research? (Better targeting.) Have creative capabilities been improved? (Additional design staff, recent creative awards, etc.) Has your paper opened a new office or revamped the old office? Are there new ad discounts? (Save money, get more bang for the buck.)

“It’s all about getting in step with advertisers,” Erica said. “I believe my paper can be just as bright and shiny as any other media vehicle.”

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