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We're gearing up for conference! Are you registered yet?

The Community Papers of Florida (CPF) is gearing up for its annual conference scheduled September 28-October 1 at the Caribe Royale Resort in Orlando.

As the association did several years ago, we are again teaming up with the Independent Free Papers of America (IFPA) and the Southeastern Advertising Publishers Association (SAPA) for a joint conference so that we can bring you a more robust conference.

The agenda includes seminars on leadership, how to print money, a three-minute idea fair, a media buyer panel discussion and a publishers' mini summit. For more details, see the president's message on page 3.

CPF has held its conferences at the Caribe Royale Resort in Orlando for several years, so many of you are aware of the amenities offered there. For those of you who are new to the Caribe, it is a luxury all-suite hotel with excellent recreational facilities.

The Caribe Royale is located less than a mile from the Lake Buena Vista Factory Stores and Lake Bryan, and just a mile or two from Downtown Disney, DisneyQuest, Mary Queen of the Universe Shrine, the Orlando Premium Outlets, LaNouba Theater, and Disney's Typhoon Lagoon Water Park – all of which can be reached with the Caribe's complimentary area shuttle service.

If you don't want to leave the property, plan to spend a little time at the Caribe's 250,000-gallon swimming pool with its cascading waterfalls and tropical plants, at the well-equipped fitness center, playing tennis or basketball, or relaxing at the spa. Bringing the kids with you? They'll want to spend time at the spacious children's area with its water playground and 75-foot waterslide.

And if you haven't already done so, you'll want to take a look at the "Awards for Excellence" competition information included in this newsletter as there has been a significant revamp of the categories and rules of entry. Start pulling those award-winning entries now, since they're due no later than August 3rd! 🖊️

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 \$59.50 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 2016 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

*It's time to add *conference* to your calendar!*

— Wendy Murray

Conference time is just around the corner and it's time to place September 28-October 1 on your agenda.

Discover the Treasurers of More Sales and meet new friends by attending the annual joint CPF, SAPA and IFPA conference scheduled at the Caribe Royale Resort in Orlando.

The conference committee members have placed "Leadership Skills" at the top of the list. When it comes to leadership, there is always room for improvement. The keynote session will be "Dare To Lead" sponsored by The Citadel College in Charleston, S.C. The theme of the college's mission is "to educate and develop principled leaders" in all walks of life.

The Citadel has built a reputation around the world for its academic distinction and the quality of leadership it helps develop.

If you attend you will improve your leadership skills, get ideas on social media marketing, have the opportunity to be part of a publishers' mini summit, attend a session on how to print money, learn from an "everything digital" panel, attend a media buyer panel discussion, win some money at the three-minute idea exchange and have tons of fun.

The fun will include a Thursday night reception with DJ Denny Rogers and a Friday night reception with entertainment by the Trop Rock Junkies. The band was started by Steve Tolliver, a former CPF and SAPA vendor, who now performs around Florida and other places.

The good news is that despite declining classified revenue, the CPF board of directors has approved charging only \$59.50 per room per night for up to two nights so that members who publish the network classified ads can attend. The conference will end Saturday afternoon. If members wish to stay over on Saturday night, they may do so by paying their own room cost (which is \$129 plus taxes) for the additional night.

One of the highlights for CPF members will be the annual "Awards for Excellence" awards ceremony. Once again this is our opportunity to honor the talent of the graphic and editorial personnel of this association. Entries are due at the CPF office by August 3.

Despite this being a joint conference, CPF will have its own session for the "Awards for Excellence" presentation, using the format we used last year. The rules, categories and entry forms to enter this year's awards competition are included in this newsletter.

Another cost-cutting measure by the board in 2016 has been to cut the annual CVC audits from once a year to every other year. CVC President Tim Bingaman assures us that this measure will not affect any decisions by major advertising agencies. For those that use the audit information, the key is to keep CVC and CPF posted of any circulation changes.

The conference registration is included in this newsletter and also available online at www.communitypapersofflorida.com. Fill it out and send it in and we will see you in Orlando. 📍

Register Now!

Go to www.communitypapersofflorida.com.
Click the "Conference" tab on the home page.

Announcements



The Latest News You Need to Know

AFCP Awards to CPF Members

Tower Publications in Gainesville, Fla., was the overall winner in the annual Association of Free Community Papers (AFCP) “Best of the Best” awards competition presented at the recent annual conference in San Diego, Calif.

Tower Publications picked up 22 awards including nine first place trophies. Tower was also the Best of Show winner for the most overall points earned with winning entries.

Other Florida members with entries in the national competition included **The Florida Mariner** with six awards, including two for first place; **Hometown News**, which picked up four first place awards; and **Ocean Media Solutions**, which picked up three awards.

Welcome New Members!

The Community Papers of Florida extends a hearty “Welcome” to its newest members:

Joining us from the Orlando area is **Shine Creative Group LLC** doing business as the *Orlando Pennysaver*. Publisher Carolyn Stanley tells us that this 40,000 circulation shopper is published bi-weekly in Orange and Seminole Counties.

Also joining the CPF ranks is **Local Community News, Inc.**, out of Jacksonville. Publisher Mark Pettus informs us that they publish five community news publications each month: *The CreekLine* (26,000 circ.) covering St. Johns and St. Augustine; the *Ponte Vedra NewsLine* (20,600 circ.) covering Ponte Vedra and Nocatee; the *Mandarin NewsLine* (29,000 circ.) and *Southside NewsLine* (23,000 circ.), both covering Jacksonville; and the *St. Johns Business Monthly* (10,000 circ.) covering St. Augustine and Ponte Vedra.

We are happy to welcome you to CPF and look forward to meeting you at the upcoming conference.

Saving Money

In a cost-cutting measure, the Community Papers of Florida (CPF) Board of Directors has joined several other free paper associations and reduced the audit benefits from once a year to every other year.

Since CPF pays for the member audits provided by the Circulation Verification Council (CVC), the decision will save the association over \$10,800 annually.

CVC President Tim Bingaman noted that the figures for every other year audits would be


acceptable to advertising agencies and media buyers.

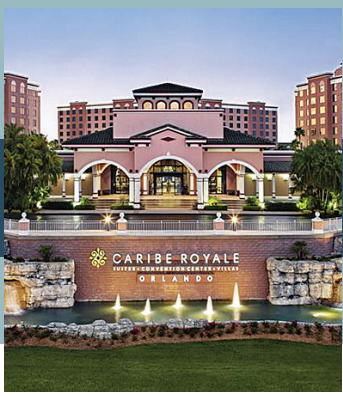
Win an iPad!

Over the next eight weeks you’ll receive emails from Douglas Fry about the upcoming conference. Read those emails, keep the Scavenger Hunt postcard you received (or the one on page 5, if you didn’t already receive it by snail mail or email) and fill it out for a chance to win an iPad at the conference.

It’s that simple! There are eight blocks on the card. Each week Douglas will send you an email discussing an aspect of the conference. There is a question in the email. Answer the question and put it in the correct spot on the card to enter for a drawing of an iPad.

If you aren’t already receiving these emails from Douglas, email Barbara (CPFDisplayAds@aol.com) so she can get you added to the list.

CPF members can make both conference and hotel reservations on one form. Go to www.communitypapersofflorida.com and click on the “Conference” tab at the top of the page for the electronic registration form, or complete the paper one on page 7 and fax it to 352-347-3384. But do it now while you’re thinking about it! 



Conference Update

Collect the Clues for a Chance to Win an iPad!

In case you didn't receive it, here's the postcard and first clue!

Attending the joint IFPA/SAPA/CPF Conference in Orlando, FL September 29 - October 1, 2016 you can expect to arrive back home with ideas that you can use first thing Monday morning.

Some of those ideas will be HUGE. They are the kind of ideas that can positively change the course of your organization. Other ideas will be small ones that will add to your bottom line, save you money, or are more efficient ways of working.

But all the ideas will add up to Big Profits for you!

Clue #1 On Your Postcard: What date does the conference start? (Place your answer in block #1.)

Uncover The Clues & WIN!

Collect the clues you will find each week in our emails to you for the next 8 weeks and write the answers on this card for your chance to **WIN an iPad**

| | | | |
|-------------------|-------------------|-------------------|-------------------|
| Answer to Clue #1 | Answer to Clue #2 | Answer to Clue #3 | Answer to Clue #4 |
| Answer to Clue #5 | Answer to Clue #6 | Answer to Clue #7 | Answer to Clue #8 |

sapa Southeastern Advertising Publishers Association

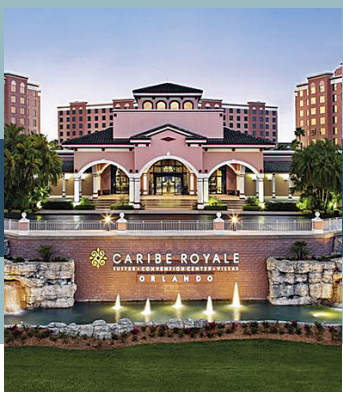
IFPA INDEPENDENT FREE PAPERS OF AMERICA

CPF Community Papers of Florida

Name _____ Publication _____

Some restrictions apply.

Present this filled in card at the 2016 SAPA, IFPA, CPF Conference in Orlando, FL this fall. One winner will be picked at random from all the eligible entries.



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, 2015 through August 30, 2016. 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, 2016. Mail to CPF, P.O. Box 1149, Summerfield, FL 34492; fax to 352-347-3384; or email to CPFDisplayAds@aol.com.

Name of Publication: _____

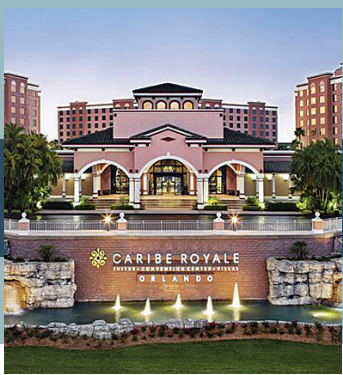
Publisher: _____

Service Performed: _____

Date Service Performed: _____

Effects of the Service: _____

Name of Employee (if employee related): _____



Conference & Hotel Registration Form

September 29 – October 1, 2016, Caribe Royale, Orlando

Complete & fax to 352-347-3384 or register online at www.communitypapersofflorida.com

Conference Registration

Company: _____
 Contact Person: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____
 Email: _____

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

Please print the following information as you'd like it to appear on your name badge.

NAME: _____
 Title: _____
 Email: _____

Is this your first CPF Conference? Yes _____ No _____

Number of guests you will be bringing: _____

Management _____ Sales _____ Graphics _____

NAME: _____
 Title: _____
 Email: _____

Is this your first CPF Conference? Yes _____ No _____

Number of guests you will be bringing: _____

Management _____ Sales _____ Graphics _____

NAME: _____
 Title: _____
 Email: _____

Is this your first CPF Conference? Yes _____ No _____

Number of guests you will be bringing: _____

Management _____ Sales _____ Graphics _____

The Investment Level Required to Attend

Members Participating in the CPF Classified Network:

- All but \$59.50 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 25, 2016. There is a fee of \$59.50 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 August 1, 2015. There is a fee of \$59.50 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 2016 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 \$59.50 per room per night fee on or after July 25, 2016 (for publications that SELL the network ads) or on or after August 1, 2016 (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 15, 2016. 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.

- The absolute cutoff date for hotel registrations is August 25, 2016.

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 ~ Payment Section

Credit Card # _____
 Expiration Date: _____ Code: _____
 Type: MasterCard _____ VISA _____
 Name on Card: _____
 Billing Address: _____
 City, State, Zip: _____

I understand that I am responsible for \$59.50 per room per night plus all charges made to my room. I also understand that in the event I do not show up at conference or cancel my room reservation by calling CPF at 352-347-4470 no later than September 26, my signature below authorizes CPF and/or the Caribe Royale All-Suite Resort & Convention Center to charge the full cost of my room to my credit card.

Signature: _____ Date: _____

Hotel Registration ~ Please complete one per room:

ROOM IN NAME OF: _____

Check in Date: _____ Check Out Date: _____

Special dietary or access needs: _____

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

ROOM IN NAME OF: _____

Check in Date: _____ Check Out Date: _____

Special dietary or access needs: _____

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

ROOM IN NAME OF: _____

Check in Date: _____ Check Out Date: _____

Special dietary or access needs: _____

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

Conference Update

Welcome Back, Trop Rock Junkies!

Look for a rockin' good time at Friday's reception in Orlando!



The Trop Rock Junkies will again entertain conference attendees in Orlando. In 2014, when CPF, SAPA & IFPA last met for a joint conference, this band was an overwhelming hit.

The band was formed several years ago by a former vendor of the associations, Steve Tolliver. He left his position with Newspaper Printing Company to follow his lifelong dream.

He created Trop Rock Junkies and writes all the songs the group performs. The Florida Keys and paradise are instrumental in his writings. The group has won numerous awards including writer of the year, song of the year and musician of the year in Florida. To listen to his songs, go to www.stevetolliver.com.



David York Guitar/Vocals Doug Wilcox Keyboards Mark Sweat Drums Lightning Jack Steel Pans Greg Sabol Bass/Vocals Steve Tolliver Guitar/Vocals Colin Ward Ld. Guitar/Vocals



Take one part country, two parts rock n roll
mix it all up with some Caribbean soul
www.troprockjunkies.com





Awards for Excellence

2016 Contest Rules & Categories

Entries are due by Wednesday, August 3, 2016!

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. 🎯

2016 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. 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, a community news event or a sports event.
- 1f. **BEST ORIGINAL PHOTOGRAPHIC SPREAD** for a feature or general interest story, community news event or sports event.
- 1g. **BEST INDEPENDENT PHOTO FEATURE** – Photo with a tag line but no story.

2. SALES PROMOTION

- 2a. **SELF PROMOTION IN PAPER** – Advertising in your paper that promotes the use of your paper by advertisers or acceptance by readers. Includes testimonials.

- 2b. **OTHER SELF PROMOTION** – Includes flyers, mailers, media kits, electronic media, etc.

3. RETAIL ADVERTISING

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

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

4. AUTOMOTIVE ADVERTISING

- 4a. **FULL COLOR/PROCESS (MORE THAN 1/2 PAGE)**
- 4b. **FULL COLOR/PROCESS (LESS THAN 1/2 PAGE)**

5. REAL ESTATE ADVERTISING

- 5a. **FULL COLOR/PROCESS (MORE THAN 1/2 PAGE)**
- 5b. **FULL COLOR/PROCESS (LESS THAN 1/2 PAGE)**

6. DINING & ENTERTAINMENT ADVERTISING

- 6a. **FULL COLOR/PROCESS (MORE THAN 1/2 PAGE)**
- 6b. **FULL COLOR/PROCESS (LESS THAN 1/2 PAGE)**

7. PROFESSIONAL SERVICES ADVERTISING

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

- 7a. **FULL COLOR/PROCESS (MORE THAN 1/2 PAGE)**
- 7b. **FULL COLOR/PROCESS (LESS THAN 1/2 PAGE)**



8. B&W AND/OR SPOT COLOR ADS

(Any ad from categories 3 through 7 that is done in either black & white or with spot color, in any size.)

8a. **BLACK & WHITE**

8b. **SPOT COLOR**

9. MULTIPLE CATEGORIES

8a. **THEME PROMOTION** – A common theme for a group of businesses such as car care, home improvement, holiday themes, strip malls, etc.

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

8c. **IN-HOUSE PRODUCED ADVERTISING INSERT**
(Either single sheet or more than single sheet.)

10. SPECIAL SECTIONS

9a. **BEST COVER DESIGN – NEWSPRINT**

9b. **BEST COVER DESIGN – GLOSS**

9c. **BEST CREATIVE CONCEPT**

9d. **BEST CREATIVE CONTENT**

11. INTERNET/ WEB PAGE

11a. **BEST INTERNET HOME SITE** design & presentation. (Submit a printed copy of your home page, 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. Separate entries in this category are not accepted.

12b. **BEST OF SHOW** – The judges will choose the winner of this category from all entries received. Separate entries in this category are not accepted. 📌

Entry Specifications

1. Only items published between August 1, 2015, and July 31, 2016, are eligible for entry.

2. ENTRIES should be securely mounted on half-sized sheets of poster board (approximately 14" x 22").

- The publication date should be clearly visible on the tearsheet. An electronic tearsheet mounted on poster board is acceptable.

- Be sure that any permanent markings drawing attention to the entry do not run into or cover it. Exception: Stick-on arrows or Post-its.

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

- No more than one entry per poster board.

3. ENTRY TAGS must be completely filled out and attached to the **BACK** of the poster board.

- Please attach the tag in the **UPPER RIGHT-HAND CORNER** of the vertical board, NOT in the center of the board or the left corner.

- Be sure to credit the author(s), artist(s) or department that created the entry.

- No more than one 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.)

- Each entry must have a category written on the entry tag. If an entry is not marked, it will be removed from the competition.

4. There is a limit of two (2) entries per category, per publication.

5. **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.*

6. Entries should be shipped to: Community Papers of Florida, 13405 SE Hwy. 484, Belleview, FL 34420.

7. All entries must be received by the CPF office no later than Wednesday, August 3, 2016. Judging will take place August 5, 2016. 📌

Mail or Overnight Your Entries to

Community Papers of Florida

13405 SE Hwy. 484

Belleview, FL 34420

for delivery by

August 3, 2016!

Awards for Excellence *Entry Tags (Photocopy as Needed)*



Publication _____
 Contact Person _____
 Phone _____
 Advertiser _____

(For editorial entries, put name of article here)

Credits _____

(Name of the author(s) or artist(s) who created the entry.
 If none, put "none" and the publication will be credited.)

PRINT CATEGORY NUMBER HERE → **Limit of 2 entries per category per publication**

Publication _____
 Contact Person _____
 Phone _____
 Advertiser _____

(For editorial entries, put name of article here)

Credits _____

(Name of the author(s) or artist(s) who created the entry.
 If none, put "none" and the publication will be credited.)

PRINT CATEGORY NUMBER HERE → **Limit of 2 entries per category per publication**

Publication _____
 Contact Person _____
 Phone _____
 Advertiser _____

(For editorial entries, put name of article here)

Credits _____

(Name of the author(s) or artist(s) who created the entry.
 If none, put "none" and the publication will be credited.)

PRINT CATEGORY NUMBER HERE → **Limit of 2 entries per category per publication**

Publication _____
 Contact Person _____
 Phone _____
 Advertiser _____

(For editorial entries, put name of article here)

Credits _____

(Name of the author(s) or artist(s) who created the entry.
 If none, put "none" and the publication will be credited.)

PRINT CATEGORY NUMBER HERE → **Limit of 2 entries per category per publication**

Publication _____
 Contact Person _____
 Phone _____
 Advertiser _____

(For editorial entries, put name of article here)

Credits _____

(Name of the author(s) or artist(s) who created the entry.
 If none, put "none" and the publication will be credited.)

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PaperChain: Free Community Paper Month

Celebrate Free Community Paper Month in July!

– Dan Alexander, PaperChain Chair

Free Paper Industry insiders know and recognize the valuable service community papers provide to readers and advertisers, but all too often in the hustle and bustle of today's fast-paced world we become so wrapped up in publishing that those important facts get overlooked.

For the benefit of publishers of this valuable service, and for future generations of community paper publishers who will follow, it's important to remind those we serve of our important role in their community and to toot our horn just a little bit. Through the efforts of PaperChain, July has been established as Free Community Paper month.

PaperChain is the common link between all the national, regional and state free community paper organizations which makes it the logical choice to lead the charge to organize a recognition and celebration of the grassroots industry.

The PaperChain members believe the noble mission of Free Community Papers fits perfectly with the national celebration of freedom the United States so proudly enjoys.

The concepts of freedom, liberty and the

rights we hold so dear provide the nation's community papers with the perfect backdrop to remind the country of the valuable services the industry bring to millions of homes each week.

In the spirit of independence and freedom celebrated nationwide every July, we need free paper publishers' help to spread the word and demonstrate the reach of this industry. We encourage you do this by joining with other free papers nationwide through a celebration of the Free Community Paper Industry during the entire month of July.

Here are few thing PaperChain can offer to help you with your celebration:

- Shown below is the Free Community Paper Month Logo. Please use this logo often on



your mast head, folios, promotional ads, articles and as fillers throughout your paper leading up to and during the month of July. For original artwork and PDF's of the artwork, visit <http://paperchain.org/freepapermonth.html>

- Also shown on the following page are a couple of sample ads from previous years of the celebration. Check back from time to time as new ads will be posted and the creative materials get updated. The promotional ads will also be distributed by your state, regional and national associations. (*Note: Additional ads for both print and web are available for download in the members-only portion of the CPF Website. If you've lost the username and password to access that portion of the site, contact Barbara at the CPF office.*)

- We encourage all free paper publishers to put together a prize package for their readers to be able to enter and win locally. It doesn't need to be extravagant, but we know prizes always peak reader interest.

- Publishers are asked not to alter the Free Paper Month logo, but please use it often. We encourage you to localize the ad and draw your reader's attention to the important role your paper and staff play in this industry and how this industry stimulates the local and national economy.

Continued on page 13



The best things in life are free

Free community papers like the one you're reading today are thriving. In fact, free community publications have been able to maintain nearly 99% of their readership since the turn of the millenium. We love the neighborhoods we serve and we couldn't do it without your support. *Thank you!*

FREE COMMUNITY PAPER MONTH

PaperChain
Promoting Community Papers

Visit paperchain.com to learn more

[MEMBER PUBLICATION LOGO & CONTACT INFO]

CIRCULATION VERIFICATION COUNCIL DATA MEASURING PAPERS AUDITED IN BOTH 1999 AND 2013. WWW.CVCAUDIT.COM

Continued from page 12

- We are all so very busy these days but we also encourage you to brainstorm with your staff and find ways to use the month of July to highlight your publication's accomplishments and the many ways your publications help drive and support the local economy. (Additional ideas are on the following page.)

- The 2016 celebration is only as big as you choose to make it. Ask your town fathers, city council and county government to consider taking action on a local proclamation formally recognizing Free Community Paper Month. Suggested proclamation verbiage can also be found at <http://paperchain.org/freepapermonth.html>.

Your paper has made a great investment in your community and this industry. Only you and your staff can help us bring that story alive to your readers in this consolidated industry-wide effort. Please consider active participation in the July 2016 Free Community Paper Month. Visit us on Facebook and let us know your plans for Free Community Paper Month.

Thank you in advance for all you do to enhance the industry with every issue you publish and with your support with this project.

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What are YOU going to do to celebrate Free Paper Month? Here are some ideas to get the juices flowing:

To do with your readers...

- Invite readers to express their feelings regarding your free paper. Print the good and the bad in a special feature.

To do with your advertisers...

- Run a contest for the “oldest drawer or trunk liner” in the community. The winner must bring the paper to your office to claim the prize.
- Run a trivia contest about your paper or community and give always prizes to the winners.
- Print a photo layout of community sites that have since changed. Let the readers guess that sites and award prizes to the winners.
- Ask key advertisers if you can include the free paper logo in their ads.
- Set up a shopping center display. Mall organizers are always looking for displays that will attract people while shopping.
- Give a prize to the person who calls with the 13th (or whatever number you choose) classified ad for each week or month of July.
- As several of your consistent advertisers to write testimonials about how your paper works for them and print the testimonials with photos.
- Honor the longest consistent advertiser who currently runs in your paper. Put the business owner’s photo in the paper and run some of his/her early advertising.
- Offer all advertisers spot color during the celebration.

To do with your staff...

- Print the objectives, goals and mission statement of your business and how you strive to meet and surpass those ideas.
- Feature your employees in a photo and caption page describing what they do, what their first job in the free paper industry was and why they chose a career in the industry.
- Challenge advertising reps to a record-breaking number of ads during the month and reward the efforts with cash prizes.
- Brainstorm with your staff and develop ideas on how to celebrate Free Paper Month.
- Encourage your staff to express their feelings regarding your free paper. Print the good and the bad in a special feature.
- Unveil some significant changes in your format, rates or policies during the month.

To do with your community...

- Ask the mayor to proclaim July as National Free paper Month in your community and feature the proclamation and photo in your publication.
- Set up a shopping center display. Mall organizers are always looking for displays that will attract people while shopping.
- Make arrangements with local radio or television stations to get on their talk shows.
- Remind local civic presidents and program chair people about the celebration as far in advance as possible and offer to help set up a special program for them.
- Establish an annual competition in the name of your free paper for the best news story,

photo or feature in the high school paper. Put a plaque in the school or feature in the high school paper. Put a plaque in the school bearing the name of the winner each year.

- Sponsor an essay contest about how your free paper helps the community or why a free press is important.

To do in your paper...

- Run the Free Paper Month logo and advertisement in your publication. Go to www.paper-chain.org/freepapermonth
- Add the PaperChain and Free Paper Month logos to your masthead or flag.
- Explain the historical basis of the importance of free papers and the origin of the industry.
- Run a feature on the awards your free paper has won in various state and national contests.
- Explain in a feature how a story or an ad makes it to print - the people who write it, sell it, compose it, print it, deliver it, etc.
- Develop “Did You Know” fillers to use during the month. For example, Did you know... newsprint usage for one year would stretch from local point to local point; the combined experience of sales staff; the miles driven by circulation people in one year; rolls of film or newsprint used; etc. (Use the facts available from the current “Did You Know” sheet.)
- Feature a member of the community who is the same age as your publication. Highlight the growth of both.
- Whatever you do...Celebrate Free Paper Month! 🎉



PaperChain Update

Finding the Right People for the Job

— Jim Busch

One of my favorite things about attending the annual AFCP conferences is the opportunity to see and meet the “Rising Stars.”

The Rising Stars are a group of young people from all the professional disciplines (sales, journalism, graphics etc.) in our industry. These people are the best of the best, nominated by their publishers for their skill, dedication and demonstrated leadership abilities. These young people give me great hope for the future of our industry. They will carry our industry far into the future.

The challenge for publishers and managers is to find the future Rising Stars of our industry. This is not an easy task, sorting through a stack of resumes and conducting dozens of interviews to find the right person to fill their open positions. Selling advertising in a tough, competitive market requires a special kind of person.

No activity has a bigger impact on the future of your publications than recruiting and retaining the right people for your sales team. This month’s Link & Learn will address finding and identifying future Rising Stars for your team. Next month we will address getting these people off to a great start so that they will be able to realize their full potential.

What are you looking for?

On my first day in the advertising industry, my supervisor led me around and introduced me to everyone in the office. One curmudgeonly old graphic artist told me, “Don’t bother telling me your name. If you’re still here in a month, I’ll introduce myself!” His comment, while a bit cruel, reflected the high turnover rate of new hires in the industry. This turnover is expensive and puts stress on everyone on the team who has to pick up the slack.

Researchers who have studied the reasons why new people fail to succeed have found that turnover had little to do with an inability to do the job, but rather with a lack of will to do what is required. While many new hires possessed the skills required to be successful, they were not a good attitudinal fit for the job.

The primary reason new hires fail is a lack of “coachability.” They simply refuse to learn from others or even from their own mistakes. They reject feedback from their customers, manager

The primary reason new hires fail is a lack of “coachability.”

and peers, often seeing this advice as unwarranted criticism. Their inflexibility impedes their personal and professional growth and becomes a cause of great frustration.

This unwillingness to learn from others is often a symptom of a general lack of emotional intelligence. Poor “people skills” are a handicap in any career field, but the ability to work and learn from others is absolutely critical in sales.

Other attitudes which have a direct impact on sales success are motivation and the personal temperament. Salespeople often work on their own. They are alone in the field contending with competition and customers who challenge everything they say. While managers should support their teams and help them stay motivated, ultimately salespeople have to take responsibility for their own attitudes.

In his best-selling book, *Drive*, Daniel Pink notes that successful people in every field are internally motivated. While they appreciate monetary rewards and positive feedback, they are primarily driven from within by the satisfaction that comes from doing something well and achieving preset goals. Self-motivators hold themselves to a high standard and do not need their manager prodding them to go the extra mile. This internal motivation impacts every-

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thing they do. Instead of getting stressed out or quitting when confronted with an obstacle, they look for a way to get around, over or through whatever lies between them and their goal.

Finding winners

Unfortunately for managers, many job applicants are far more skilled at interviewing than at actually doing the job. There is an entire industry built on helping people dupe interviewers. There are websites, books and seminars all dedicated to helping applicants to figure out what recruiters want to hear. There are also many books and other resources filled with surefire interviewing techniques and clever questions for hiring managers. Of course, the interview preparation industry immediately got to work creating pat answers to these clever questions. Interviewing has become a real life version of the old Mad Magazine "Spy vs. Spy" cartoons.

Most managers dread the interviewing process. Recruiting new salespeople is time consuming and often frustrating. You go through a series of interviews only to have your top candidates turn you down or to hire a person who disappoints you in short order. Often the pressure to fill a position and get a new rep into the field leads a manager to cut the process short and "settle" on a candidate...inevitably a serious mistake. Because of the importance to your future success, making the effort required to find the right person for your team is time well spent.

Most managers understand that clearly articulated goals are critical to success, but few

of them transfer this concept to the recruiting process. Managers should have a clear picture of the qualities they are looking for in a sales rep. As with sales goals, you should commit your list to writing and use it as a compass to guide your recruiting efforts. The focus should be primarily on the attitudes they are looking for rather than the applicant's skill-set. Skills can be taught, but attitudes are generally set in stone by the time a person reaches adulthood.

A good place to start in creating a description of your "ideal" candidate is to look at your current top performers. Look at the qualities that

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The most powerful words an interviewer can use are, "Tell me about..."

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your most successful people have in common and at what makes them excel at their jobs. To get the right information, ask the right questions.

Most interviews are little more than extended discussions of the facts contained in the candidate's resume—where they worked, what they did there. An effective interview is focused less on facts and more on attitudes. Your purpose is to ascertain the quality of the candidate's interpersonal skills and what motivates them.

A hiring interview has a lot in common with the fact-finding portion of a good sales call. The hiring manager should ask good open-ended

questions designed to get the candidate to tell their story. The manager should avoid asking leading questions or putting words into the applicant's mouth.

The most powerful words an interviewer can use are, "Tell me about..."

For example, to learn about how a candidate responds to coaching, you can ask, "Tell me about your manager in your last position. How helpful was he/she in helping you to be successful?" or "Did you find the training offered by your previous employer helpful?" The content of these answers is less important than their tone. If the person offers examples of learning from others, this indicates coachability. Responses that say, "I did it all myself," indicate an innate resistance to direction and training.

You also want to ask questions about what motivates a candidate to excel. If you ask a sales candidate what motivates them, they will usually give the "standard" answer, "I am motivated by money," which is what they believe you want them to say. I like to ask people questions like, "What was your proudest accomplishment at your previous employer?" or "What would your customers tell me about you if I called them?" The answers to these questions will help you to understand how the person sees themselves and how they want to be seen by others.

It often helps to ask the same question several ways, such as asking, "What qualities do you think a good salesperson should possess?" early in the interview and later asking them, "What qualities do you have that makes you a good

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salesperson?" If the candidate's answers to these questions are consistent, their responses most likely reflect their actual beliefs. Inconsistent responses are a sign that they are trying to tell you what they think you want them to say.

Recruiting – A process rather than an event

Rather than making a hiring decision after one or two brief interviews, I like to base them on a number of factors. I review the candidate's communications with me. Were there errors in their resume (indicates poor attention to detail) or the quality of their writing? Did they follow-up with thank you notes etc. (customer focus)? How did they sound on the phone (communication skills)?

I put them in situations where they can interact with employees and sometimes customers. I suggest they spend a few hours in the field with a senior rep, after which I ask the rep if the candidate felt comfortable in the field and if they were curious about the job and the company. I usually involve several people in the decision making process. When I ran a large call center, my office manager was exceptionally good at reading people, though she had no sales experience. I valued her input when recruiting new team members.

In the final analysis, it is wiser to hire on attitude rather than experience.

At the beginning of my career I worked for a large company that was always looking for good sales people. A senior manager was visit-

ing from out of town and arrived late at a local hotel. The kitchen was closed, but a waitress who was about to go off shift said she would see what she could do.

She went to the kitchen and made him a sandwich. He asked her a few questions and asked her to call him about an interview. Though she had never held a sales position, we hired her and she was a top rep until her retirement over 15 years later. We were able to teach her to sell, but her willingness to go out of her way to help a customer was something that no trainer could instill in an employee.

A manager's most important job

A sales manager's job description includes a long list of tasks, but no job is more important to their long term success than finding people who can sell advertising and build their customer base. Though one would need a fully functional crystal ball to make the right recruiting decisions 100% of the time, you can improve your hiring practices and greatly reduce turnover by carefully vetting the candidates.

Recruiting is a tough job; but if you look hard enough, you can build a winning team of "Rising Stars." 🎯

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 and 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.



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The “News Guru” Speaks

Newspaper Growth Finally Gets Noticed

– Kevin Slimp

What took them so long?

A few months back, I had breakfast with the publisher of a very successful community newspaper in Minnesota. As we walked around the restaurant, I was introduced to local residents enjoying their muffins and eggs. At one table, a customer asked what I was doing in their city.

When I explained I was working with the local newspaper, a gentleman spoke up. “Whatever you do, don’t mess it up. We love our newspaper.”

A few weeks later, while in town working with a community newspaper in South Florida, I found myself in a conversation with the president of the local real estate association. When the conversation turned to my client, he was quick to share some personal thoughts.

“Do you know,” he began, “why realtors, auto dealers and other advertisers advertise in the community paper instead of the big daily?”

He had my attention.

“People who live here pick up this paper, see the faces of the writers and say, ‘I know him,’ or ‘I know her.’ It makes a real difference. That’s why people love this newspaper, and that’s why advertisers want their ads in this paper.”

Last week, as I arrived at the rental house where I would be living for three days, the owner asked me what brought me to her town. When I told her I was there to work with the local newspaper, a smile hinted at what she was about to say. “We love our paper here. The same family has owned the paper for decades. We are so lucky to have it.”

Three days ago, as I sat alone at the Lakewood Supper Club, looking out over a beautiful sunset on Big Stone Lake, which creates the border between South Dakota and Minnesota, the waitress quickly recognized my southern accent.

“What brings you all the way from Tennessee?” she asked.

When I explained that I was in town to work with the local newspaper for two days, I had a



It seems that community papers are “in” again.



new friend.

“We are so lucky to have our paper,” Michelle told me. “We love our paper.”

I feel like a broken record when I remind people just how well community newspapers are doing across America. As I work with hundreds of papers each year, it’s a common theme as publishers talk to me about their individual operations.

I couldn’t help but chuckle when I saw a story in Editor & Publisher titled, “Despite ‘Doom and Gloom,’ Community Newspapers are Growing Stronger” in early June.

Editor & Publisher isn’t the only industry journal to take up this mantra. It seems that community papers are “in” again. The column you are reading is carried by industry-related journals and publications on four continents. I often take the opportunity to read what other “experts” are writing in these publications. For years I’ve read how newspapers must shift their focus away from creating quality products to crunching numbers. Now, it seems, quality is important again.

“Despite ‘Doom and Gloom,’ Community Newspapers are Growing Stronger” proclaimed the headline. I chuckled because I was reminded of the interview I did with Editor & Publisher

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just about a year ago for a column titled, “Strategic Innovations Overshadow the Technical,” by Eric Schult.

Eric contacted me to discuss the role of technology and centralization at newspapers. It didn’t take long for the conversation to shift to the success community newspapers are having without centralizing production. Eric seemed surprised when I shared some of my research information indicating locally-owned newspapers are doing quite well. At one point, I mentioned the success of community newspapers might be an important topic for a story. As I remember, Eric agreed.

One of the things I remind clients, whether they are locally-owned community papers or part of larger groups, is to be realistic about what they do. More times than not, newspapers ask me to help improve their products while on-site. That always means that something is going to change. I’m noticing newspapers are more accepting of change these days when confronted with reasonable information.

Last week, I had a discussion with a staff from South Dakota that sounded like a conversation I’ve had many times. It revolved around grayscale photos on pages. Now and then, I’ll work with a group that uses color pictures on grayscale pages, to simplify the conversion of documents from print to online. By placing color photos on the pages, the RIP (the device that controls the creation of plates for the press) can simply convert the images to gray while making the plates, allowing the same files to be uploaded to a website in full color.

While this does simplify the process of converting print pages for the Internet, the issue – as I’ve explained dozens of times to groups – is the photos will look much better in print when edited and converted to grayscale first.

I know what always follows next. “Yes, but if we place color pictures on the pages, we don’t have to create new pages to go online.”

That’s when I get straight to the point.

“Let me ask you something,” I usually begin. “Do you make more money off your digital product or your print product?”

To date, no one has ever answered they make more money from their digital product. Most often, the answer is, “We don’t make a profit from our digital newspaper.”

“So,” I’ll ask, “why do you put more effort in making your digital pages look good when all of your profit is in print?”



My drive into Ortonville, Minnesota last week reminded me of a lot of places I visit as I work with newspapers across North America.

At this point, I usually see faces begin to light up.

In her story for Editor & Publisher, Sharon Knolle is right: despite the gloom and doom, community papers are growing stronger. I would argue, however, this is not a new phenomenon. Most gloom and doom I’ve noticed among community newspapers over the past few years has been perceived, not real. It took four or five years, but most community papers I visit – and I visit a lot – realize the “death of newspapers” cry was created primarily by folks who could profit if that turned out to be the case. The reality, as Knolle noted, is community newspapers are growing stronger.

Over the next few weeks, I’ll be traveling all over Tennessee, Western Canada, West Virginia and back to the Upper Midwest. I will visit with staffs and hear how much their readers love their papers. Publishers will seek advice concerning software and hardware purchases because, among other things, they realize they have to plan for the future.

In 2008, the dean of a prestigious university school of journalism told me he didn’t believe there would be a single printed newspaper left in America within ten years. He still has 17 months to prove me wrong. If the folks at Editor & Publisher are right, it seems a safe bet at least one newspaper will be standing. 🗞️

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.



Postal Pieces

2017 Proposed Promotions

– Donna Hanbery, Executive Director, Saturation Mailers Coalition

The USPS has filed with the PRC its official request to get approval for 2017 promotions.

Three of the promotions for Standard Mail largely follow the parameters of prior promotions and it is anticipated that they will be approved. This early filing was done by the USPS to respond to industry comments that development of promotion technology where applicable, and sale and communication about the promotions, would be facilitated if the Postal Service made its plans known further in advance.

It is anticipated that the promotions will be approved by the PRC around the beginning on July with the first scheduled promotion to take effect on January 1, 2017.

If approved, the following promotions would be available to standard and saturation mailers:

- Earned Value Reply Mail Promotion – January 1, 2017 to June 30, 2017;
- Emerging and Advanced Technology Promotion – March 1, 2017 to August 31, 2017;
- Mobile Shopping Promotion – August 1, 2017 to December 31, 2017 (Note: This is only five months as opposed to a six-month promotion);

- Tactile, Sensory, and Interactive Mail Piece Engagement Promotion – February 1, 2017 to July 31, 2017; and
- Direct Mail Starter Promotion – May 1, 2017 to July 31, 2017.

Three of the promotions are similar to promotions the USPS has offered in the past with an up-front, 2% discount for qualifying pieces using the Emerging and Advance Technology, Tactile, Sensory and Interactive Mail Piece Engagement Technology, or the Mobile Shopping Promotion.

Based on my initial review of the promotion descriptions, it does not seem that the rules or requirements for these promotions will be substantially different from the 2016 promotions. The proposed language that would appear in the pricing schedules to describe the three proposed promotions is substantially identical to the 2016 promotions. (Of course the USPS could always add additional requirements and rules).

The Earned Value Reply Mail Promotion has increased the rebate available on qualifying Business Reply Mail from 3¢ to 5¢ if placed in the mail stream during the program period. To receive the rebate, registered customers must have distributed the business reply type piece.

A new promotion is offered described as a Direct Mail Starter Promotion for a three-month

period that is described as follows:

Provide a 5% discount on the qualifying postage for Standard Mail letters and flats that contain print mobile or other qualifying technology that leads the recipient to a mobile optimized website. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program. No more 10,000 mail pieces per mailer may qualify for the discount during the promotion period.

In support of this new promotion, the Postal Service states that it is aware that complex participation requirements can create barriers for small business mailers that would otherwise respond to promotional incentives by maintaining or growing their direct mail volume. The promotion is intended to encourage small business mailers to design direct mail marketing campaigns that incorporate a qualifying technology that leads to a mobile optimized website. Because of the small size limit for the promotion, that appears to be applied “per mailer,” it does not appear that this promotion will be of significant interest or use for SMC members in their own mail programs. For SMC members that do printing or assist other business or companies with their own mailings, this promotion may be available for the business if it is the individual USPS customer. 📧



Sales Training

An Advertising Lesson in Tombstone, Arizona

— John Foust, Raleigh, N.C.

One of the most memorable ads I've seen was a billboard on Highway 80 north of Tombstone.

I was in southern Arizona on business and had some free time to make a side trip to the town where the Earp brothers and Doc Holliday had their famous gunfight in 1881 with the group known as the "Cowboys" at the OK Corral.

The billboard promoted the Tombstone Motel with the simple line, "Rest in peace."

That's a phrase which wouldn't work for any other business with any other name in any other town. But for a motel in an Old West town named Tombstone – with the main attraction being the site of a gunfight which has been the subject of movies and books – the line seemed entirely appropriate.

I didn't spend the night in Tombstone and I've never met anyone who has stayed at the Tombstone Motel, so I can't speak for that establishment. All I know is that – years after the trip – I still remember that billboard. I mention it here, because it illustrates some important principles of advertising:

1. Billboards can teach us a lot about advertising. Newspaper and billboard advertising face the same basic challenge of being readable and

attracting attention at a glance. As you drive, you have a few seconds to read a roadside sign in its entirety. And as you turn the pages of a newspaper or scan a web site, you have only a few seconds to decide if a particular ad is worth further reading.

If a message doesn't communicate at a glance, it will miss the mark.

2. The best ads are targeted. Tombstone is a tourism destination. It's a safe guess that a large number of out-of-towners traveling to Tombstone are planning on visiting the OK Corral, the Boot Hill cemetery and various buildings which have been preserved as they were when Wyatt Earp was Marshall.

It's smart to appeal to those travelers' knowledge of what made Tombstone famous. And it's smart to



OK Corral Tombstone Photo © Atomazul | Dreamstime.com

place the sign on the road leading into town.

3. Uniqueness is an advantage. In the environment of Tombstone, Arizona, "rest in peace" does not appear offensive at all. Sure, it's a little corny. But the slogan is not likely to generate outrage among consumers. On the other hand, can you imagine "rest in peace" in an ad campaign for Hilton or Marriott?

I think it's safe to say the Tombstone Motel adopted a slogan that was uniquely theirs.

4. The best messages are simple. Obviously, "rest in peace" had a double meaning. While acknowledging the town's well-known background, it suggested a reason to stay at the Tombstone Motel. With the combination of the headline and the motel's logo, that simple sign communicated: (1) a clearly stated consumer benefit (rest), (2) a connection to history (the Old West), (3) the advertiser, and (4) the location (which was part of the advertiser's name).

All of that was communicated in just a few words. In a few seconds.

That's a worthy objective for all advertisers. 🎯

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