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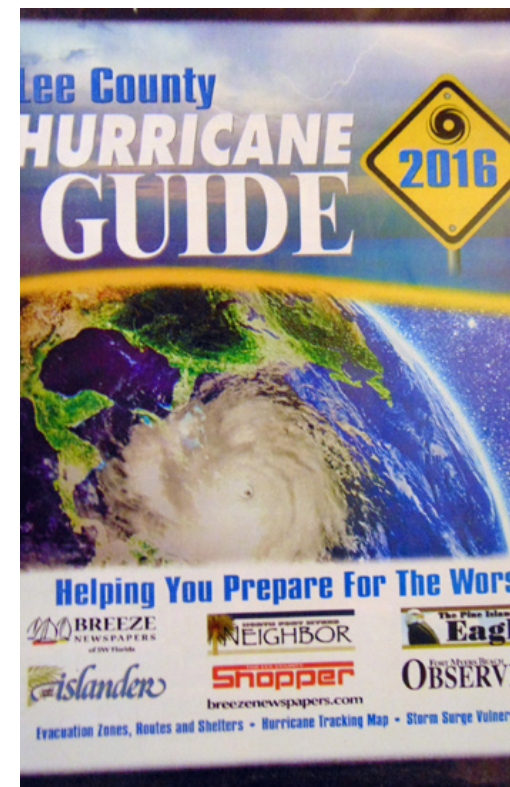
Special awards were presented at CPF's recent conference!



Outgoing President Wendy Murray presented Justo Rey with the Presidential Award for his service to CPF. See the story on page 6.



The Island Reporter Publisher Betsy Judge accepted the Beckerman Award on behalf of Sally Yoder. See the story on page 7.



Breeze Newspapers received "Best of Show" for their Hurricane Guide in the Awards for Excellence competition. See page 8 for awards info.

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.

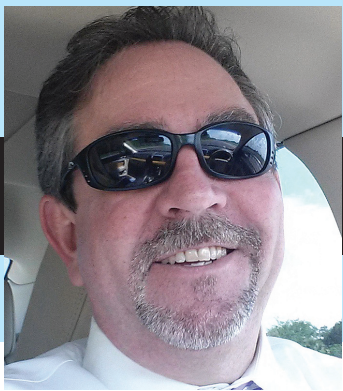


Member Benefits

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

Thank you for taking the time to attend conference!

— Farris Robinson

What can you say?

If you attended the conference in Orlando, you know that the facility was outstanding, the training sessions were informative, the entertainment was toe-tapping, and we met with a great bunch of vendors who were a big part of the conference.

A lot of congratulations are in order for those who are responsible for hammering out the details of the annual conference in Orlando.

The joint conference sponsored by CPF, IFPA and SAPA was well attended and well worth the investment for those who made the trip.

The training, the three-minute idea fair and the breakout sessions provided plenty of ideas for you to take home and use to improve the bottom line at your publications.

We thank you for taking the time to attend, and hope you enjoyed meeting with your peers and sharing your knowledge with your fellow CPF members.

Congratulations to both the Presidential and the Milton & Bernice Beckerman Award recipients. Well deserving selections. Justo Rey was the Presidential Award winner for his volunteer work on behalf of the association, and Sally Yoder took home the Beckerman Award for her community service work. See the related articles in this newsletter.



The editorial and graphic talent of the member publications was on display when the “Awards for Excellence” awards video was presented. Congratulations are in order for those who took home the trophies.


With IFPA and SAPA joining us for this conference, we had the opportunity to meet with publishers and team members from throughout the United States and Canada. It was great to have them here.

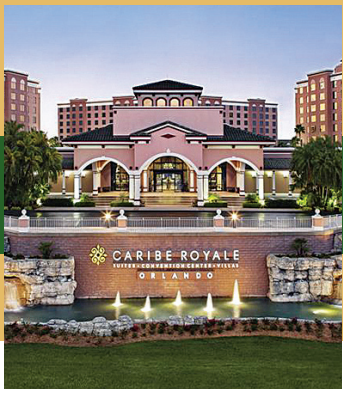
As noted in the State of the Association address, the revenue of this association continues to go south. We need input from the board of directors and the membership on how to improve the classified network sales and for alternative income opportunities.

This association has long provided some of the best benefits in the print industry and the board members are going to have roll up their sleeves and go to work to keep this association on a roll.

I want to thank the membership for their vote of confidence and for confirming my role as president of this association.

But most of all, I want to thank outgoing president Wendy Murray for her two years of service in leading this association. She paid attention to detail and we respect the volunteer work that she has provided during these difficult financial times.

My challenge will be to follow in her footsteps. 



Conference Recap

2016-2018 Slate of Officers & Directors Confirmed

Outgoing President Wendy Murray hands gavel to incoming President Farris Robinson.

Farris Robinson was confirmed as president of the Community Papers of Florida (CPF) by the general membership at the recent business meeting in Orlando.

Robinson is the president of Hometown News, which publishes 15 publications on the East Coast of Florida from Daytona Beach to Stuart. The company distributes close to 200,000 homes weekly.

He started his publishing career with the Daytona News Journal as a retail/classified advertising account executive.

After the company went through a buyout, he decided to move on and accepted a position with Hometown News as a new business development rep. He then took on a territory.

Later he was promoted to sales manager of the Volusia office and then to regional sales manager handling Volusia and Northern Brevard counties.

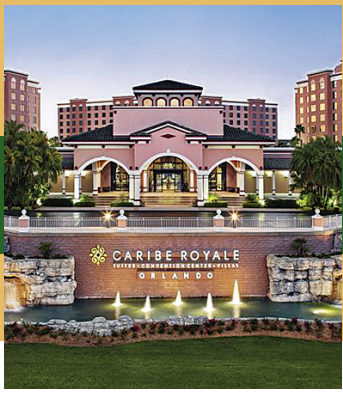
From there he was given the opportunity to be the senior vice president of sales and was later promoted to president.

Robinson is involved in the community, helping to sponsor and attending any and all community events.

The membership confirmed the recommendations of the nominating committee for the following CPF officers and board of directors: vice president, Susan Griffin, publisher of the Ponte Vedra Recorder; re-elected treasurer, Justo Rey, president of The Flyer; and re-elected secretary, Dave Neuharth, CPF executive director and a non-voting board member.

Re-elected to the board of directors were Dan Autrey, president of Tampa Bay Newspapers; Scott Blonde, president of the Breeze Newspapers; and Charlie Delatorre, president of Tower Publications in Gainesville. Wendy Murray, the publisher of Senior Life Magazine in Fort Myers, will serve as past president. 🗳️





Conference Recap

The State of the Association

Outgoing President Wendy Murray Gave Her Final State of the Association Address

Outgoing President Wendy Murray delivered the State of the Association address to the Community Papers of Florida (CPF) general membership at the recent conference in Orlando.

Murray said, "Since 2009, the financial state of the association has not been good. Each year the classified network revenue continues to go south.

"The board of directors has tried numerous changes, including lowering classified rates, breaking up the network into zone buys and offering numerous commissions to the reps who sell the ads.

"The reality is that classified revenue in the print business is not now, and probably never will be, what it used to be.

"Back in the good old days this association was on a roll with income as high as \$29,000 per week. Now we are down to less than \$3,000 and only a few of our members continue to sell classified ads. On top of the list of sellers, we thank The Flyer and Tower Publications.

"In recent years the board of directors has made dramatic cuts in its budget. The board has cut payroll, conference costs, scholarship

awards, legal fees and travel. It has cut CVC audits from annually to biannually.

"The good news is that during the times of great revenue, the association made investments that continue to carry the financial needs of the association. Despite spending hundreds of thousands of dollars on membership benefits the past eight years, we still have a net worth of over \$350,000 dollars. That amount will decrease when we pay this year's conferences costs.

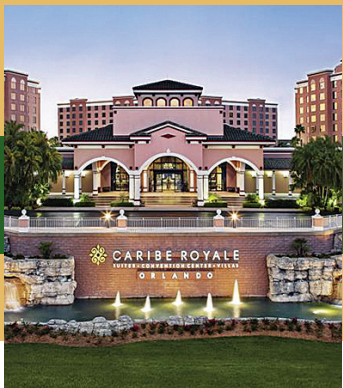
"Speaking of conferences, CPF may be the only conference in the world that pays the majority of the costs for members to attend. We are the only free paper association that continues to pick up most of the cost to attend. While you pay \$59.50 per night for two nights to attend, CPF picks up the rest of the room and food costs to the tune of \$739 for two persons to attend. Where else do you get a deal like that?

"The board will determine what happens in the future. Obviously, without increased revenue, CPF cannot continue to provide the benefits our members are accustomed to.

"The answer is more classified revenue. And that depends on you – the membership.

"Thank you for attending." 🗨️





Conference Recap

Justo Rey Honored With Presidential Award

Outgoing President Wendy Murray Recognizes Justo Rey for Service to CPF

Justo Rey was named the recipient of the Community Papers of Florida (CPF) Presidential Award at the recent conference in Orlando.

Rey is the president of The Flyer and current CPF treasurer.

In making the presentation, President Wendy Murray said, "As I conclude my term as president of the Community Papers of Florida, I am honored to be able to name a recipient of this association to receive the Presidential Award."

"This is not an annual award, but one that gives the current president the honor of naming someone who has provided volunteer service for the betterment of CPF."

"The award was initiated in 1993 when Paul Pilblad of the New Smyrna Pennysaver was the first recipient. Since that date others who have received the award include Paula Freeman, Gary Hawken, J.W. Owens, Sharon Blais, Jim Tucker, Greg Snyder, Jim Kendall, Vincent Grassia and Charlie Delatorre."

"In using some of his own words, the person we are honoring this year is not being honored "because he is Cuban which automatically gives him the right to exaggerate, makes him a great swimmer, especially in the 90-mile

breast stroke to cross the 90 miles from Cuba to the U.S., and considered an expert when it comes to cigars and rum."

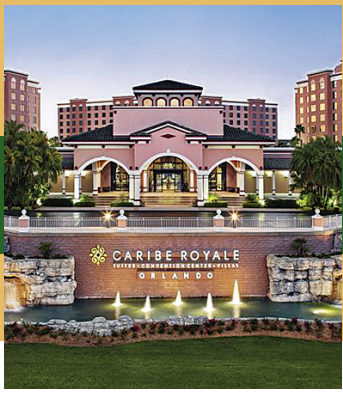
"Our recipient has devoted countless hours of volunteer service to this association. He has served as president, vice president, treasurer and on the board of directors. He has been involved in the business of CPF several times, including serving as the conference chair this year. Last year he was responsible for legal action that benefitted the association to the tune of over \$20,000."

"Since I have worked with this individual, I learned early on that if we needed help on a project, he was a phone call away from getting involved."

"He has excelled in his career in the free paper industry. He started with Dick Mandt when The Flyer in Miami was launched. He moved on to be the president of Forum Publishing Group in Southeast Florida. A few years after Mr. Mandt sold The Flyer – and then purchased The Flyer back from Harte-Hanks in the Southeast Florida and Tampa areas – our recipient rejoined The Flyer as its president and CEO."

"Please join me in presenting Justo Rey with the 2016 CPF Presidential Award." 📍





Conference Recap

Beckerman Award Goes to Sally Yoder

The Island Reporter's Publisher Betsy Judge Accepts the Award on Yoder's Behalf

Sally Yoder of The Island Reporter was named the recipient of the Milton and Bernice Beckerman Award at the recent conference in Orlando.

In making the presentation, CPF President Wendy Murray said, "We are honored to present the annual Milton and Bernice Beckerman Award to an individual who has devoted years of service to her community and to the free paper industry."

"The award was established by the Beckermans to honor a CPF member publication, or an employee of a member publication, for outstanding community service. During their lifetimes, the Beckermans were longtime association members who contributed time, service and funds to this association."

"Our recipient this year has contributed countless hours from 1990 through this year to establish and operate an historical society in St. Pete Beach."

"The Gulf Beaches Historical Museum is run totally by volunteers. Our recipient, despite being in her 80's and wheelchair bound, generally donates two days and about 20 hours a week and time from

home as the director of collections. She is credited with capturing and preserving the history of this beach community. She also designed and oversees all the displays and recently began digitizing thousands of photos to ensure their preservation for years to come.

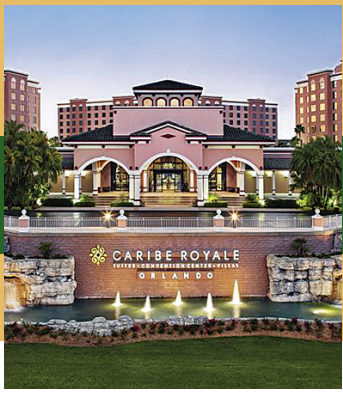
"The effects of our recipient's work made the museum a reality. Last year the museum received over 5,000 visitors from around the country and as far away as central Europe."

"In total she has dedicated the better part of two and a half decades of volunteer work to this project."

"While helping to establish the museum and volunteering there each week, she has also been employed as a writer for a CPF member publication."

"Please join me in awarding the Milton and Bernice Beckerman Award to Sally Yoder of The Island Reporter. Though Sally could not join us today, we are pleased to present the award on her behalf to Betsy Judge, the publisher of The Island Reporter." 🎤





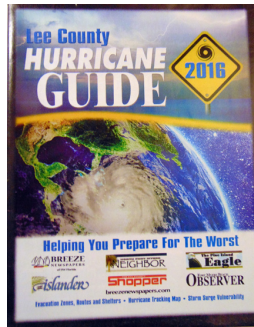
Conference Recap

Awards for Excellence Winners

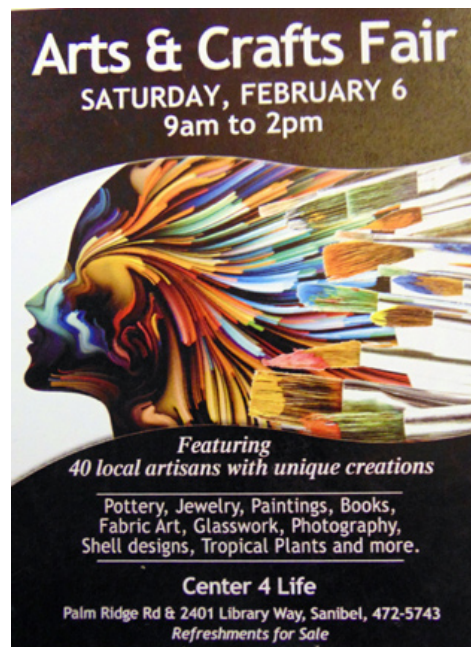
Judge's Choice & Best of Show Awards

Best of Show

Breeze Newspapers



Observer News

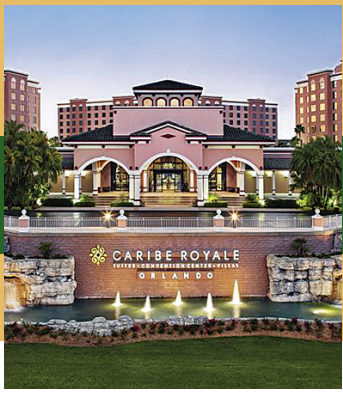


Judge's Choice Awards



Tampa Bay Newspapers

Breeze Newspapers (above & at left)



Conference Recap

Awards for Excellence Winners

The Observer News (at right) was the big winner in the annual Community Papers of Florida (CPF) “Awards for Excellence” editorial and graphic awards competition presented at the recent annual conference in Orlando.

The weekly newspaper group headquartered in Ruskin picked up 27 awards including six first place trophies.

Breeze Newspapers (at far right) in the Fort Myers area picked up 15 awards including seven for first place.

Tampa Bay Newspapers received nine awards including four for first place.

Ponte Vedra Recorder also picked up nine awards including three for first place.

Forum Publishing Group in Southeast Florida received seven awards including two for first place.

The Flyer (at bottom right) was the recipient of six awards including three for first place.

The Florida Mariner received five awards including two for first place.

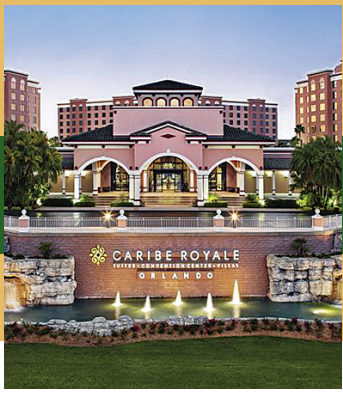
Four awards, including one for first place, were presented to **The Island Reporter**.

TomL Publications in Central Florida was the recipient of three awards including one for first place.

Hometown News picked up three awards, and both the **Orlando Pennysaver** and the **Boca Raton Tribune** each received one award.

Mailbox Publishing / Ocean Media (not in attendance) received ten awards, including three for first place. 📍





Conference Recap

Awards for Excellence Winners

Tampa Bay Newspapers
(Top row on left)

Ponte Vedra Recorder
(Top row in middle)

Forum Publishing Group
(Top row on right)

The Florida Mariner
(Middle row on left)

The Island Reporter
(Middle row in middle)

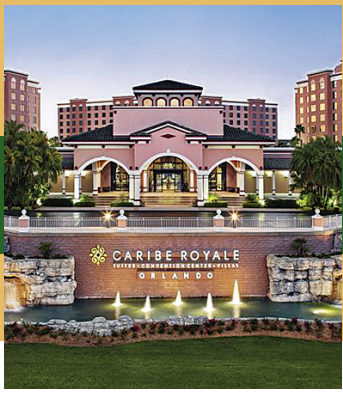
TomL Publications
(Middle row on right)

Hometown News
(Bottom row on left)

Orlando Pennysaver
(bottom row in middle)

Boca Raton Tribune
(Bottom row on right. The award was received by J.W. Owens on behalf of the Boca Raton Tribune.)

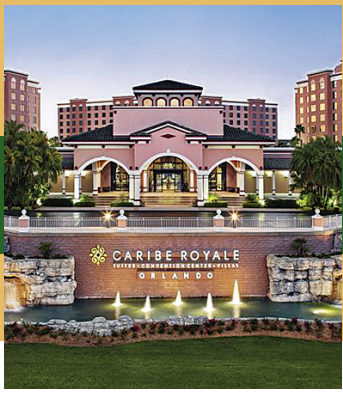




Conference Recap

Candid Conference Photos





Conference Recap

Candid Conference Photos





PaperChain Link & Learn Update

Leaders Are Readers!

— Jim Busch

Recently I was invited to speak at the Wisconsin Newspaper Association.

The event was held at a nature center in the Badger State's beautiful north woods. Theoretically I was there to impart my knowledge of advertising to the group; but, as always, I felt that I was the person who was doing most of the learning.

The motivational speaker Charlie "Tremendous" Jones likes to say, "In five years you will be the same person you are today except for the books that you read and the people you meet," and my experiences with the WNA bear this out.

After a full day of training, I spent a delightful evening sitting around a campfire talking advertising with a group of WNA members. The friendly people seated on the benches and logs under the starry Wisconsin sky represented hundreds of years of experience in advertising and publishing. This casual conversation was the functional equivalent of a university "master class" in advertising. As is usually the case when a group of successful people gather, the conversation turns to books.

Successful people are often described as "self-made" men or women. I think it is more accurate to describe them as "self-making" people because one of the things that makes them rise

above their peers is their dedication to constant self-improvement. In some of my training classes, I have had people with over fifty years of experience in the industry. (No pressure there!) These are people who never settle, who are never satisfied, people who always want to grow and become better at what they do. They listen attentively, they seek out training when they have an opportunity, and most of all, they read.

Reading is what I like to call an "N.P.E." activity – "No Possible Excuse!"

While we all can't get a Harvard MBA or be mentored by Warren Buffett, we can all read the books written by the Harvard Business Review or Buffett. Reading provides unequalled ROI. A minimal investment of time and money in books pays huge dividends in enhanced professional skills, improved results and job satisfaction. With the availability of books from libraries or at bargain prices from online retailers, anyone can afford to polish their professional skills.

During career coaching sessions I have had people tell me, "I don't have time to sit around reading. I'm far too busy." When I question them further, I usually find that they find time to watch mindless reality TV programs or to gossip around the office copier. People always seem to find the time for activities that they enjoy.

Successful people enjoy being masters at their chosen profession, which is why they find the time to read. For many years I would arrive at the office early, allowing myself time to read a chapter in a good business book. During my career I spent a lot of time driving, so I consider myself a graduate of what Zig Ziglar called "Automobile University." Over the years I've listened to hundreds if not thousands of books on cassettes, CD's and now downloads in the car.

The most successful people in any line of work are true scholars of their profession. They expose themselves to a wide variety of books related to their field.

In addition to books on sales or management techniques, there is much to be gained from reading biographies of successful people, motivational works and books on business in general. I have found keeping up with the latest advances in psychology is particularly valuable for sales people and managers. As with any other worthwhile activity, the more work you put into reading, the more you will benefit from it. When the author makes a point, pause in your reading and reflect on what you've just read. Think about it and ask yourself, "How can I use this? How does this apply to me?" I also ask, "does this make sense to me?"

Continued on page 14

Continued from page 13

Taking time to ponder what you're reading and combining it with the practical knowledge you've gained on the job allows you to constantly polish your skills.

When I am finished with a good book, there are dozens of yellow post-it notes sticking out of its margins. These flags mark points I want to remember and consider further. I record many of these ideas in a journal I use to stimulate my thinking whenever I run into a challenge or a sales slump. This practice helps me to retain what I read and provides me with a database I can draw on at will. I have had situations when I was stumped on a call or in a meeting where Zig Ziglar or Harvey MacKay popped out of the back of my brain to give me a hand.

Our lives and our careers are like a long journey. Reading "packs our bags" so we have everything we need to get to where we want to go and to enjoy the trip.

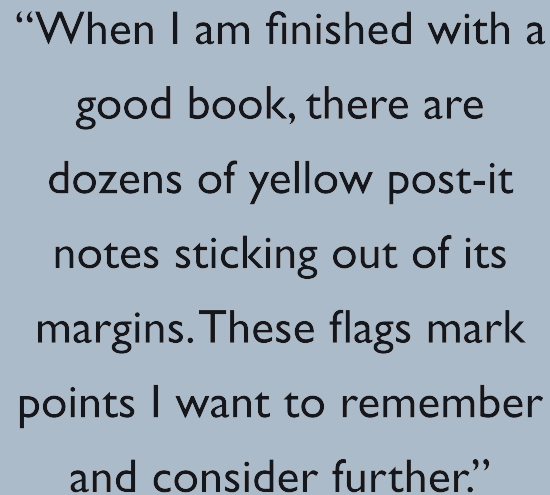
When I get together with business colleagues, we always share the titles of books that we have found to be interesting and useful. I returned home from Wisconsin with several additions to my reading list.

What follows are some of the books which I found to be useful in my career. Some of these books are classics, some are even out of print but still readily available, and others are relatively new but offer valuable insights. While this list is far from comprehensive, these are all books which I found helpful to me.

- Man's Search for Meaning by Dr. Viktor Frankl—This book tells the story of Frankl's im-

prisonment in a Nazi concentration camp. It is an inspiring story of how he rose above his circumstances. This book is frequently referenced by many other authors and motivational speakers.

- As a Man Thinketh by James Allen—As you can tell from the archaic language used in the title, this book has been around for more than a century. It has remained in print since it was first published in 1902 and is still one of the best books on the power of maintaining a positive attitude.



“When I am finished with a good book, there are dozens of yellow post-it notes sticking out of its margins. These flags mark points I want to remember and consider further.”

- How to Win Friends and Influence People by Dale Carnegie—Another classic that is as valuable today as it was when it was originally published. Once “required” reading for all business people, this book is often neglected today. It is still one of the best works on working with people. Carnegie also authored the Quick and

Easy Way to Effective Public Speaking and How to Stop Worrying and Start Living, both of which are well worth reading.

- Managing by Hal Geneen—Published in 1984, this book is out of print but available online. A good basic treatise on the art of management and the importance of paying attention to details.

- The Effective Executive – The Definitive Guide to Getting Things Done by Peter Drucker—Drucker was one of America's leading business thinkers for seven decades. This is the best known of his many books. Reading Drucker is an excellent way to train yourself to think like a manager.

For many years, I started my day by reading an entry in the Daily Drucker.

- It's Okay to Be the Boss, a Step-By-Step Guide to Becoming the Manager Your Employees Need by Bruce Tulgan—A much more recent book on management. This is a great read for both new and experienced managers. Tulgan's principles are designed to increase a leader's effectiveness while reducing their stress level.

- The One Minute Manager (Series) by Ken Blanchard—These books are all short, easy to read and deliver a powerful message. The books in this extensive series are written in novel form which makes them very engaging and easy to comprehend. I gave many copies of The One Minute Salesperson to my reps as part of their sales training. I found The One Minute Manager Builds High Performing Teams and The One Minute Manager Meets the Monkey particularly valuable.

Continued on page 15

Continued from page 14

(The “Monkey” refers to problems which your staff tries to palm off on you and how to get that “Monkey” off your back and onto theirs where it belongs.)

- *How to Get Control of Your Time and Your Life* by Alan Lakein—This book is one of the best books ever written on the subject of time management. He suggests that his readers constantly ask themselves, “What is the best use of my time...Right Now?”

- *See You at The Top* by Zig Ziglar—One of Zig’s best. Ziglar was “the” trainer and writer for a generation of sales people. His books are packed full of practical wisdom written in his signature folksy style. Though written decades ago, Ziglar’s books still have a lot to offer.

I highly recommend that you listen to the audiobook editions of his books because Ziglar’s energetic and enthusiastic style is guaranteed to motivate and excite the listener.

- *Little Red Book of Selling* by Jeffrey Gitomer—Gitomer is another prolific author of books on selling and leadership. Within the first few paragraphs, the reader of any of his books will realize that Gitomer is the “real deal.” His books demonstrate his experience and his clear understanding of the selling process.

- *Ogilvy on Advertising* by David Ogilvy—Ogilvy was one of the original “Mad Men.” This book as well as his earlier *Confessions of an Advertising Man* and *The Unpublished Ogilvy*, which was published after his death, provide a tutorial on advertising by one of the most successful practitioners of the art.

- *Purple Cow* by Seth Godin—Seth Godin is one of the leading thinkers of marketing in the digital age. His books discuss presenting your ideas in a way that makes them “remarkable” so that they will stand out in a cluttered media environment.

- *How We Decide* by Jonah Lehrer—Making use of the latest advances in neuroscience, this book reviews how human beings make deci-

“In five years you will be the same person you are today except for the books that you read and the people you meet.”

– Charlie ‘Tremendous’ Jones,
Motivational Speaker

sions. This information has a direct application to sales as it provides information on developing persuasive arguments for advertising.

- *Thinking Fast and Slow* by Daniel Kahneman—Another great book on the inner workings of the human mind. This book discusses the relationship between the conscious and unconscious minds. An instructive book for salespeople who want to fully engage their prospects and customers.

- *Drive the Surprising Truth About What Motivates Us* by Daniel H. Pink—This book takes a fresh look at motivating our employees and customers to do what we wish them to do. Making use of the latest research into human behavior, this book refutes many age old assumptions on what makes people “tick.”

- *Seven Habits of Highly Effective People* by Stephen M. Covey—This is one of my favorite books. Covey’s book lays out a plan for personal effectiveness that can enhance one’s personal as well as professional life. I reread this book from time to time, and each time I discover a new idea or insight.

Mark Twain once said that, “The person who does not read good books has no advantage over the person who cannot read them.” Today’s business environment is highly competitive and to succeed we need to constantly improve our skills and our knowledge. The most effective way to maintain our competitive edge is to read widely and deeply, filling our minds with the information we need to inform and persuade our clients. While this is not a difficult task, it does require an investment of time. Committing to a daily business reading regimen is absolutely the best way to “turn a new page” in your career. 🔍

This article was written by Jim Busch. Link & Learn is brought to you every month as part of PaperChain’s® mission to provide educational material to free paper publishers. If you have an issue you would like to see covered, please email janderson@wisad.com, and put “Link & Learn” in the 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.



The “News Guru” Speaks

The Most Popular Newspaper Training Topics in 2016

— Kevin Slimp

It's that time of year again. Depending on when you are reading this, I am either racing against time to prepare for the 20th session of the Newspaper Institute (newspaperinstitute.com), or I am catching my breath after its completion. The Institute takes place at The University of Tennessee and our attendees come from Arizona and Idaho to Florida and New York. In the past, we've had folks from some of the biggest papers in America, and some of the smallest.

Each year, we've added instructors and topics and, with 24 classes related to sales, editing, writing, technology and design. It's fascinating to see what newspapers are interested in these days.

This year, we have a large group, but we don't seem to have as many from the metro papers as we have in the past. On the flip side, this means we have more from smaller and midsize papers. I suppose that makes sense with increased centralization among the metro groups, leaving fewer staff to run the papers and even fewer to attend conferences and training events. Thankfully, we seem to be more popular than ever among community newspapers.

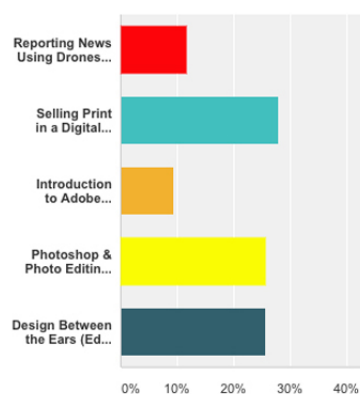
Here are the class topics selected by the most attendees:

- The most popular class in 2016 seems to be “InDesign Tips for Editors and Designers.” I must admit, I am surprised. Design topics still

seem to be the biggest attraction with nearly half the students reserving a spot. And, for the first time, more folks signed up for InDesign classes than photo editing.

- The second most selected topic was “Lessons For Newspapers that Focus on Print.” This class is designed for editors and writers. The high number of registrants for this class leads me to believe there are a lot of papers out there who are increasing the focus on their print products.

Thursday Afternoon Class



Answer Choices	Responses
Reporting News Using Drones (Tracey Trumbull)	11.03%
Selling Print in a Digital World/Tips on Bundling Digital Advertising (Tim Smith)	30.01%
Introduction to Adobe Illustrator (Lisa Griffin)	9.00%
Photoshop & Photo Editing Basics (Kevin Slimp)	25.01%
Design Between the Ears (Ed Henninger)	25.08%


- Number three, “An Overview of the InCopy Editorial Workflow,” really surprised me. Honestly, I threw it in at the last minute, thinking there might be a few folks interested in seeing how InCopy and InDesign work together. With the increasing number of papers using the Adobe Creative Cloud, I suppose this shouldn't have surprised me. But it did. Almost 40 percent of our participants signed up for the InCopy class.

Other topics popular among Institute students include John Hatcher's “Selling Print in a Digital World” and Ed Henninger's design classes.

I suppose what I'm reminded each year as I prepare for the Institute is there are plenty of newspapers who still care about creating a good product, and plenty who care enough about training to fly staff across the country for four days to learn more about design, technology, writing, editing and sales.

Industry Experts Interviewed Online

I've become increasingly interested in finding methods to reach out to newspapers seeking to improve and grow. In late September, I began hosting an online live interview show with guests from throughout the newspaper world.

Listeners from all over the U.S. and Canada have been writing in, and the free broadcasts seem to be catching on. Keep up with the latest schedule at newspaperacademy.com. 



Sales Training

The Challenge of Client Engagement

— John Foust

These days, there's a lot of talk about employee engagement. According to Gallup research, approximately 30 percent of employees in the US and Canada are fully engaged in their jobs; their organizations have won their heads and their hearts, and they are passionate about their work. On the other hand, roughly 50 percent of employees are not engaged; they are essentially going through the motions in jobs they see as unfulfilling and not using their talents. Even worse, about 20 percent are actively disengaged; they hate their jobs and spread their bitterness by complaining to coworkers, and along the way, they may even try to undermine the operation.

Although there are a number of reasons for these abysmal engagement numbers, the number one cause is an employee's relationship with his or her manager. And the number one symptom of disengagement is turnover. Wise organizations – and wise managers – are working hard to create engaging environments and reduce employee dissatisfaction.

In the media industry, smart advertising managers are looking at another kind of engagement – customer engagement. They are asking, "What do our advertisers think of the way we manage our relationships with them? How many of them are excited about running with us? How

many are running by rote? And how many are advertising with us, but resent it?"

How does this impact the churn – or the advertiser turnover – rate? Look at it from the advertisers' point of view. If a paper's contact with them is always about selling something or asking for money, the relationship is on thin ice. If you were to measure your accounts' engagement rate, would you find similar numbers? Out of every ten advertisers, do you have three big fans, five passive participants and two vocal complainers?

While this is not a problem that can be solved overnight, here are some thoughts which may be springboards for ideas you can use at your paper:

1. Make advertisers part of the creative process. Too many sales people forget this important principle. Listen to their ideas, before you present yours.
2. Attend special events hosted or promoted by your advertisers. Show them that you're engaged in their activities and interests.
3. Host special events for advertisers. Use these occasions to express appreciation for their business and provide them with networking opportunities.

4. Host a focus group of key advertisers. This is a good way to explore how your paper can better serve your business community. You can also include discussions on possible changes in your products and services. Give them a voice in the decision process.

5. Speak at service clubs in your area. Take promotional material, but don't make sales pitches. Talk about the role of journalism in your community.

6. Host career days for high school and college students. Don't say, "Sit in the corner and watch us do our jobs." Make it a worthwhile experience.

7. Adopt a local nonprofit agency each year. Solicit ideas from your advertisers, regarding which agency to select. Run articles to promote the organization's fundraising and volunteer efforts. 📌

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