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The Laker / Lutz News Honored with “Best of Show” Award

The Flyer, without editorial and photo content, picked up the lion’s share of the awards in the annual “Awards for Excellence” competition held recently at the Community Papers of Florida (CPF) annual conference in Hutchinson Island.

The Flyer picked up 20 awards, including seven first place honors.

The Flyer barely beat out Hometown News which received 19 awards, also including seven for first place, and the Ponte Vedra Recorder with 18 awards, including four for first place.

The judges determined that the “Fun on 41” ad done by the Laker / Lutz News was the Best of Show.

The Laker / Lutz News earned 11 additional awards, including five for first place. Tower Publications earned 11 awards, including five first place honors. Tampa Bay Newspapers earned eight awards including three first place honors. Ocean Media Solu-



The Laker / Lutz News Publisher Diane Kortus beams as she accepts the Best of Show award from CPF President Farris Robinson. as Terri Williamson displays more of The Laker’s awards.

tions earned eight honors including two for first place. The Florida Mari-ner earned seven honors including three first place awards. The Island Reporter, The Pennysavers and TomL

Publications each earned one award.

The judge’s choices for their favorite entry went to Tower Publications, The Flyer and Hometown News. 📌

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

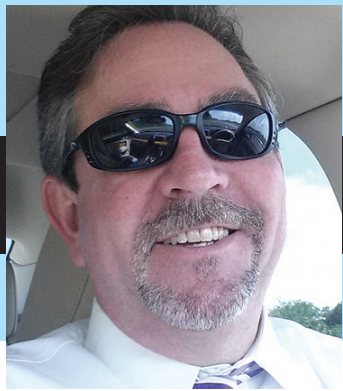


Member Benefits

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 2017 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.
- 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

If you weren't able to attend, you missed a great conference!

– Farris Robinson

Rack up another successful conference for the Community Papers of Florida (CPF).

What made this conference great was the overall participation of the attendees in the training sessions. Publishers, managers and sales reps stepped up to the table and shared their knowledge, which was helpful for those attending.

Former CPF consultant Peter Lamb returned to moderate several well-received sessions. CVC President Tim Bingaman provided the members with updated circulation numbers. Board member and The Flyer President Justo Rey moderated several sessions, including the Three Minute Idea Fair and you have to give Justo credit – with a microphone in his hand, he takes control. He did an outstanding job. A special thanks goes to Lisa Del Monte of The Flyer, who provided a great video session on bundle sales.

Congratulations to Susan Griffin, general manager of the Ponte Vedra Recorder, for taking home the first place money in the Three Minute Idea Fair.

Congratulations are also in order for those who won awards for displaying their graphic and editorial talent by taking home honors in the Awards for Excellence competition.

CPF assistant Barbara Holmes took charge of this event and provided the members with

the opportunity to use the Internet to enter the competition. The judging was also done on the Internet. This saved the association money, and the members that took part did not have to bundle their entries and send them to the CPF office. This also represents a savings of time and funds for the members.

Thank you, Barbara.

“Classified sales ... have fallen to an all time low. What can we do about it? If you have any suggestions, let the CPF office know.”

And by the way, Barbara also provided the awards video. Great job. The graphics on the screen were great and she did a great job of narrating. It was obvious she has a special talent in this field.

It was windy at the beach location! We had several receptions planned outdoors but due to the windy conditions, we made the decision to

move indoors. The hotel provided great service and food.

Despite changing the conference dates due to Hurricane Irma, and the numerous problems it caused for members in the association to deal with, we are thankful for the members who made the investment to attend.

As noted in the state of the association address, classified sales from the members of this association have fallen to an all time low. What can we do about it? Where will we have a conference next year? How long can this association financially survive?

Those are questions we are putting in the laps of the board of directors. We will meet face-to-face in November and make some decisions.

CPF has provided numerous benefits over the years, including paying for most conference costs. For the past seven years the association has depended on our investments to continue its operations and provide member benefits.

We are looking for new revenue ideas. If you have any suggestions, let the CPF office know.

Thank you for attending the conference. The overall input from those who attended was that it was definitely worth the trip! 🎯



Conference Recap

State of the Association Address

– Farris Robinson, CPF President

For years, the Community Papers of Florida's flush finances were the result of its booming classified network. However, this revenue has decreased dramatically each year since 2009.

Prior to 2009, the association was on a roll with income as high as \$29,000 per week. Now we are down to less than \$2,000 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.

The board of directors has tried numerous changes to the classified network, including lowering classified rates, breaking up the network into zone buys and offering numerous commis-

sions to the reps who sell the ads.

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

In recent years the board of directors has made dramatic cuts in the CPF 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 good 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 \$300,000 dollars. That amount will decrease when we pay this year's conferences costs.

CPF continues to pay the majority of the costs for members to attend the annual conference. The room and food costs add up to over \$350 per person, but your cost to attend is just \$59.50 per night.

Without increased classified sales or another source of revenue, the future of the association is in the hands of the board of directors. We have a difficult task ahead.

Thank you for attending. 📌

Concerned about the state of the association?

Wondering how you can help return CPF to its former glory?

Do you have innovative ideas for new revenue streams?

Call Dave Neuharth (352•362•7350) with new ideas!

Do your reps need training on selling network classified ads?

Call Barbara Holmes (352•237•3409) to set up a training session!

Conference Recap

Awards for Excellence!

Best of Show & Judge's Choice Awards



Best of Show

Fun on 41 - Discover the Wonders



MAP LEGEND

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 THE BLOOMING HOUSE
2821 Ehren Cutoff • 813-541-9234
20% off highest priced item Exp. 08-15-17 | 6 DUNCHEON'S NURSERY
2720 Land O' Lakes Blvd • 813-948-1890 |
| 2 M&M'S IMAGINIUM
2130 Land O' Lakes Blvd • 813-235-6913
20% off any purchase Exp. 08-15-17 | 7 BENEDETTO'S ITALIANO RISTORANTE
11523 Village Lakes Shopping Center Dr • 813-909-9694
Free bruschetta w/ entree purchase. Restrictions apply. Exp. 08-15-17 |
| 3 LARRY'S DELI
4526 Land O' Lakes Blvd • 813-996-3976
Free fountain drink w/any purchase Exp. 08-15-17 | 8 GULFSIDE HOSPICE THRIFT SHOPPE
1930 Land O' Lakes Blvd • 813-909-0485
10% off purchase Exp. 08-15-17 |
| 4 SNAPPY GATOR
2334 Land O' Lakes Blvd • 813-230-1432
20% off a single item. Non-alcohol only. Exp. 08-15-17 | 9 ALCHEMY & ASHES
1500 Land O' Lakes Blvd • 813-530-6957
8000 free license Exp. 08-15-17 |
| 5 THE SHABBY SHACK
4312 Land O' Lakes Blvd • 813-501-4900
% off Howard Flanders, Dixie Bell Paper & Knapack Owners products. Exp. 08-15-17 | 10 BELLA HOME MARKET
1532 Land O' Lakes Blvd • 813-345-8038
15% off \$75 purchase Exp. 08-15-17 |

MUST BRING AD TO RECEIVE OFFER

FIRST PLACE: The Laker / Lutz News, Credit Cheryl Michel & Stefanie Burlingame

JUDGE'S COMMENTS: Judge 3: "Creative and engaging. Fresh approach to display an advertising community. Colorful, hand-made illustrations depict city landmarks and provide memorable impact and information."

Judge 4: "Very powerful graphics combined with a great use of offers that require the reader to bring in the ad to get the offers is a powerful reminder to the advertiser of how effective their ads are." Judge 5: "A wonderfully illustrated and colorful map referencing area businesses promoting result-oriented offers is sure to catch the reader's eye."

JUDGE ONE: Our Town, Credit Peggy MacDonald

JUDGE'S COMMENTS: "Exceptionally researched and beautifully written piece about such an important, vital part of Florida's climate and culture. A must-read for every Floridian!"

JUDGE TWO: Our Town, Credit Albert Isaac

JUDGE'S COMMENTS: "A well-researched and written profile of Jerry Uelsmann, the 'Godfather of Photoshop.'"

Judge's Choice



JUDGE THREE: Home-town News Martin County, Credit Sevin Bullwinkle

JUDGE'S COMMENTS: "This image perfectly captures how this global pop culture phenomenon, #Selfie, has become a guiding force of almost every experience."

JUDGE FOUR: Home-town News Palm Bay, Credit Karen Wood

JUDGE'S COMMENTS: "Outstanding and adorable photo gets the reader's attention immediately. The ad has a strong offer and a good headline. The reverse and color scheme highlight this award winner."

JUDGE FIVE: The Flyer, Credit Albert Fiegler

JUDGE'S COMMENTS: "An exceptional marketing piece that encompasses all the essentials of an effective sales piece. Crisp and clean layout, beautifully illustrated images, great typography, well written and informative content. Excellent work!"



Conference Recap

Awards for Excellence!

Congratulations to this year's winners!



The crew from The Flyer proudly displays some of their many awards.



Tampa Bay Newspapers was well represented.



The folks from Hometown News were pleased with their awards.



Farris Robinson helps Susan Griffin display some of the Ponte Vedra Recorder's awards.



Chris Boddy accepts the award for TomL Publications.



J.W. Owens accepted on behalf of Ocean Media.



Romaine Fine accepted The Pennysavers award.

Other award winners (not able to be in attendance) included Florida Mariner, The Island Reporter, and Tower Publications. Congratulations to all!



Conference Recap

Candid Conference Photos

Wish you were here!



1. The classes were well attended.
2. CPF President Farris Robinson opens the business meeting.
3. Keynote speaker Peter Lamb explains a point to the attendees.
4. Rick Keelan and Terry Hart accept the second place Idea Fair trophy from Farris Robinson.
5. First-time CPF conference attendee Rick Robinson from Sun-Sentinel Media Group shares his idea at the Idea Fair.
6. Speaker Lisa Del Monte stretches to explain a point during her session.
7. Susan Griffin took home the first place trophy in the Idea Fair.
8. A CPF conference wouldn't be a CPF conference without a little silliness from our old friend and associate, J.W. Owens.
9. Tim Bingaman, Debra & Marc Mandt, Peter Lamb, Ana Pican and Dick Mandt await the Awards for Excellence video presentation.
10. Vernon Smith, Matt Taylor, Christian Cirillo and Laura Jakubaityte are ready to watch the awards presentation.





In Memoriam

Remembering our friend and associate, Tom Adams

1948 – 2017

Tommy "Tom" Roger Adams passed away on October 21 at the hospital in Boca Raton, Florida. A native of Kentucky, he was born on February 29, 1948.

A resident of Boynton Beach, Adams is a former member of the Community Papers of Florida (CPF) board of directors.

He recently served as director of sales of the Forum Publishing Group in Southeast Florida. In his last position he was responsible for sales, production and the operations staff. He was appointed to the CPF board in 2013 and served until 2016.

Adams was involved in a successful roofing and manufacturing company for 18 years when he decided to retire in Boynton Beach. Bored with

retirement he met with Scott Patterson, the publisher of the South Florida Newspaper Network (later the Forum Publishing Group and now the Sun-Sentinel Media Group) and accepted employment as a display sales representative.

After three months of selling ads he advanced to the senior sales manager position, responsible for the Jewish Journals in the West Palm Beach area. At that time the company published numerous papers with a circulation of over 900,000.

Over the years Adams was active at the CPF conferences. He generously shared his knowledge, was the life of the receptions and was well respected by colleagues.

A few comments from Facebook: "He was a wonderful man loved by all. We were blessed to have him as a boss and he made everybody feel appreciated."

"It was an honor to have known and worked with Tom. He was a special person."

"You will be missed Tom. You were the greatest boss, friend and mentor."

Adams was married to Sharon for over 50 years. They raised two grandchildren, Devin and Caitlin.

He is survived by his wife, Sharon, daughter Jennifer Adams, grandchildren Devin Butterfield, Caitlin Copozzi and numerous brothers and sisters and nieces and nephews. 🕯️





PaperChain Update

The fine art of putting on a “dog and pony” show.

– Jim Busch

Like many people in our industry, I loved the HBO series, “Mad Men.” Though selling advertising for a community paper and a shopper in Pittsburgh was not quite as glamorous as being a high level agency executive in 1960’s Manhattan, I loved watching Don Draper use his creativity and communication skills to win clients for his firm.

In my favorite episode, Don and his team pitched the Eastman Kodak Company on a campaign for their new Carousel Slide Projector. To convince Kodak to give them their business, Draper’s team put on a well-planned, well-rehearsed, well-executed formal presentation or in the parlance of a “Mad Men,” a “Dog and Pony Show.” As a senior member of his agency’s team, Don Draper took the lead on this important presentation. As a senior member of my paper’s management team, I was often called on to take the lead on major account presentations. In the words of Don’s colleague, Roger Sterling, when we wanted to land a major account, I was called upon to, “be both your dog and your pony!” In this month’s Link & Learn, I will review one of these presentations and offer some suggestions on “landing the big ones.”

One afternoon, I got a call from one of our sales people and her manager. One of her accounts was a Dunkin Donuts franchisee. Most of the Dunkin Donuts shops in our area had closed

when Krispy Kreme had attempted to expand to the northeast. When the collapse of Krispy Kreme created a vacuum in the local market, a new Dunkin Donuts master franchiser had bought the rights to the Western Pennsylvania region and was planning a major expansion there. He told his rep that they had formed a committee to plan and manage their regional marketing and advertising. Using her local contact as a referral, she was able to contact the head of this committee to talk to him about our publications. The rep learned that the committee planned to hold a “Media Day” in Pittsburgh in a few weeks. It was at this point that I was called in and we began to plan our strategy.

Failing to Plan, is Planning to Fail

When I met with the rep and her manager, my first question was, “What was the realistic potential of the Dunkin Donuts account?” I did this for two reasons: first I needed to be sure this account was worth mounting a full court press and secondly, I needed this information to secure the resources I would need to mount it. She told me that they were planning to open 28 stores over the next two years. If the average expenditure for each store was \$2,500 per annum, this business could amount to more than \$70,000. Armed with this number, I was able to get approval to offer special financial incentives (if necessary) to

Dunkin Donuts and to choose the people I needed to help me prepare the presentation.

I then scheduled an initial team meeting with the rep, her manager, our best spec artist, a digital specialist and a person from our research department. The collective knowledge of your people is your company’s most valuable asset. The old adage, “no one of us is as smart as all of us,” applies here and the more viewpoints you bring together in the early part of the planning process the better. If you do not have a dedicated research person in your company, you should draw on the services of the CVC Audit and any other sources of information available to you. The best way to describe this first meeting is “controlled chaos.” As leader, it is important to let everyone have their say and to solicit their input, but you must keep the team focused on the task at hand.

The first step is to collect information. Assign members of the team to the following tasks:

- Collect information on the target account. This can be done online using their website, LinkedIn and other resources.
- Try to determine what types of advertising they are doing and what aspect of their business they promote. If they are new to your

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market, research their marketing in other areas. I have even contacted the sales departments of media outlets in these cities.

- Research the advertising and marketing trends in the target's industry.
- If there is an agency involved, find out as much as you can about their accounts and media buys.
- If the account has locations in the area, visit them and talk to the store managers and personnel to learn about the target's frontline operations.
- At the close of the first meeting, schedule a follow-up meeting where each person will present their findings.

In the second meeting, review the information and begin to develop your "WHAT & WHY" thesis. The entire presentation should be directed toward answering two questions: "WHAT do we offer that none of our competitors offer?" and "WHY should they care?" Your discussion should include:

- Strengths and weakness of your products;
- Competitive advantages and disadvantages.

The next step is to begin a two pronged planning process. The first consideration is what specifically you are going to propose. Plan an advertising campaign for the client using what you have learned about their business. Write out the plan detailing the logic behind every aspect of the program. Prepare spec ads to present with the program.

Next plan out your strategy for presenting your products. Try to see things from the client's point of view. You want to include:

- A way to set yourself apart from the competition;
- Ways to engage the clients' full attention to ensure that they are fully engaged with your presentation;
- Potential objections to your proposal and ways to counter them;
- Evidence which supports your proposal such as market data, testimonials and case studies.

Once you have worked out the details of the presentation and decided who will present the materials, it is time to rehearse the call. Get someone to act as the customer and role play the presentation. Use these practice sessions to refine your presentation.

If several people are taking part in the presentation, be sure to practice your timing and "hand-offs." This is time consuming but it will pay big dividends in building your confidence and will ensure that your "dog and pony show" goes off smoothly. Prepare information packages for everyone who will be attending the meeting. (It pays to prepare a few extra packets as you never know who may surprise you and show up to your presentation.)

It's show time folks!

Your efforts in planning and rehearsing will pay off when it is time to make your presentation to the customer. If you work harder than your competitors before the client meeting, you

will put them at a severe disadvantage when the big day comes. The confidence you display will inspire the prospect to have confidence in your publication.

There is a danger in being too focused on the plan. You must always listen carefully to the client and stay attuned to their needs and to the signals, verbal and nonverbal, they are sending out during the meeting. If you have an allotted block of time, be sure to leave time for questions at the end. Follow-up after the presentation. Call the person who invited you to present and send out written thank you cards to everyone in attendance. Keep the pressure on until you get the business.

War Story

Like all old salespeople, I like to tell "War Stories" about the sales calls I've made in the past. Here is my war story about the Dunkin' Donuts Presentation.

Dunkin Donuts set up a media day on a rainy Wednesday in Pittsburgh.

They scheduled half hour blocks of time starting at 8 a.m. for local media outlets. The local dailies, radio stations, TV stations, cable providers and billboard companies were assigned a time and told that the 30 minute time limit would be strictly enforced.

The sales rep, her manager and I showed up 15 minutes early for our 11:30 a.m. slot. This was less than ideal as they would be suffering from information overload after listening to seven back-to-back presentations, and ready for their lunch. I knew that the afternoon presentations

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would be somewhat more memorable simply because they would be the last ones seen. This meant that I needed to break the monotony of the day for the committee members and quickly engage their attention. I walked in with a massive salesman's sample case and set it on the floor next to me. They groaned fearing that it was packed with reams of mind numbing facts about my publications.

I started off in a monotone saying, "I would like to tell you about the Pennysaver's marketing model..." I could see their eyes begin to glaze over when I bent over and pulled a box of Dunkin Donuts "Munchkins" from my case, and passing them around the table said, "We use the Munchkin Marketing Model!" As they enjoyed the treats, I went on to explain that like these mini donuts, with our targeted publications, each store could reach as few or as many homes as they wanted. This stunt broke the monotony of the day and fully engaged the committee's minds (as well as their taste buds).

In our planning, we realized that people only frequent donut shops within a few miles of their home or work. Because our publications targeted specific neighborhoods, our ability to blanket the areas around each store was our key competitive advantage. The munchkins provided a perfect, and memorable, way to highlight this key point.

We also knew that their agency had a history of using television advertising for their clients. To counter this we talked about the popularity of coupon inserts with consumers and the success

Dunkin' Donuts franchisees in other markets had with them. Our research in these other markets showed that in addition to promoting their baked goods, their flyers also promoted their coffee products. Our research showed that Pittsburgh was one of the top cities for tea drinking in the U.S. I asked the store owners on the committee if they found that their stores sold more tea, both hot and cold, than their counterparts in other markets. They said yes and I followed up with a recommendation to include a coupon for tea drinkers in their advertising.

This accomplished several things. It engaged them in the presentation, demonstrated our thorough knowledge of the local market and got them thinking about using print coupons. I said that I had some other interesting insights into the market which I included in their packets, but since I only had 5 minutes remaining I would answer any questions they might have. Breaking their own rules they kept us there for another 45 minutes, which not only gave us the longest time in front of the advertising committee, but I'm sure it threw off the timing and confidence of the media reps who came in later in the day.

During the Q & A period, the agency representatives questioned our readership claims. I was prepared for this and responded with third party audit information proving my point.

When the rep followed up with her contact the next morning, he told her the committee's decision. They were awarding our publications 100% of their print budget and that they had moved the funds they had earmarked for radio to the print side.

In the course of the next year, they invested more than \$100,000 with my company. Between the time of this meeting and my retirement, Dunkin' Donuts had spent over \$325,000 in our publications.

Dogs and Ponies are Your Friends

As we all know, the media landscape has changed in the last decade or so.

Being human, we tend to focus on the negative impact of these changes and often overlook the advantages they can bring. Tightening budgets and a tough competitive landscape environment have led many media buyers to become more flexible and value conscious. Buyers who may not have even considered a shopper or a community paper a few years ago, are willing to look at what we have to offer.

Landing these big accounts takes a lot more work than selling the local mom and pop pizza shop, but the potential revenue they can add to our bottom lines makes this extra effort well worthwhile. In addition to the obvious financial advantages of selling these big advertisers, their very presence in our pages adds credibility to our publications and makes it easier to sell more new businesses, large and small.

Though we don't have the time to put this much effort into selling every prospect, the thought process learned when planning to sell a major account will influence every call we make. If someone asks if you're ready to sell a major account, answer in real Mad Men (or Women) fashion and say, "I will be both your dog and your pony!" 🐕🐎

This article was written by Jim Busch.



The “News Guru” Speaks

Keeping Up With Styles

– Kevin Slimp

At the 21st session of the Newspaper Institute last week, Ed Henninger and I did something we’ve never done before. We taught a class together. It must have been a good idea because it was the most attended of the 26 classes offered.

Titled, “What You Need to Know About Paragraph Styles,” we took the group through a very fast paced 90-minute session, covering everything from simple nested styles to advanced nested styles.

Afterwards, while discussing our class in the hallway, Ed and I both agreed we had learned something from each other concerning paragraph styles. Ed told me he hadn’t seen nested styles created using the method I used.

A nested style is a type of paragraph style that combines two or more separate styles into a single paragraph style. For instance, this is an easy way to create a style for classifieds. If the user wanted five bold words at the beginning of each classified, followed by smaller normal text, then followed by a differ-

ent style of text for the code at the end of the ad, this could be accomplished with a nested style.

1964 Honda Motorcycle for sale. Driven only on Sundays to church by a friendly grandmother. \$1,895 firm. 17-tn45z

Free to a good home. 8-week old puppy. Goes by “killer.” 17-tn46a

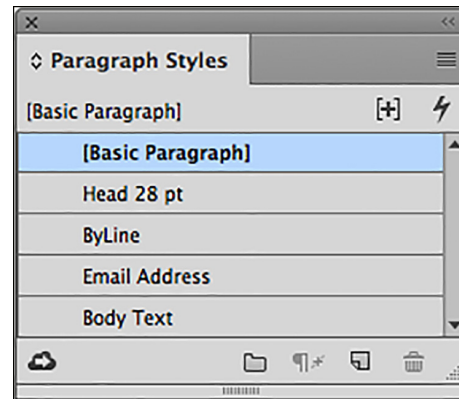
I was intrigued by a method Ed used to create a paragraph style based on the style that follows.

For instance, most newspaper designers are used to using paragraph styles to set body text, headlines, cutlines and other common text styles.

Let me offer a quick explanation for those who don’t design pages. Suppose you’ve placed text under a photo. Without a paragraph style to simplify the process, you would highlight the text, select a font, along with tracking, leading and other characteristics to create your cutline.

However, using a preexisting paragraph style, the user could sim-

ply click anywhere within the cutline and select “cutline” to achieve the same effect.



The same technique could be used to apply styles to headlines, body text, bylines and other types of text on a page.

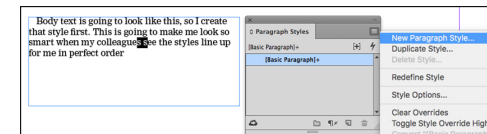
Ed discussed a method he uses to create styles for his newspaper clients, using a “next style” method. I noted a few of the styles he created and asked Ed to take a step back and show the class exactly how these styles were created.

Afterwards, I went to my computer and experimented with different types of paragraph styles using this method.

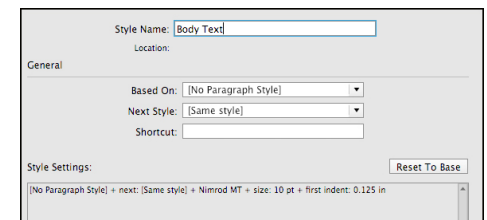
“Wouldn’t it be great,” I thought, “if by simply clicking on a paragraph style, the headline, byline, email line and body text were all set automatically, without having to select different styles for each?”

Let me show you how this can be accomplished. We will begin by placing some text on a page.

For this particular method to work correctly, we will create the body text style first. This is done by



creating text exactly the way you want it to appear on the page. Set the font, the justification, the first line indent, etc. I named this font “Body Text” in the Paragraph Styles panel.



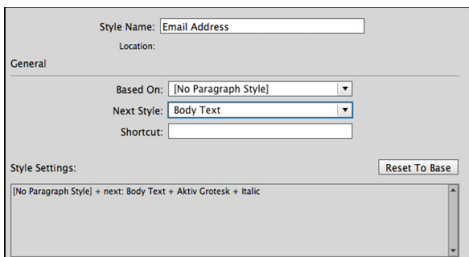
Continued on page 13

As the holiday season approaches, we want to

Continued from page 12

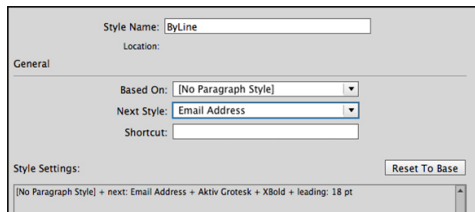
Suppose my stories consist of headlines, with bylines below the headlines, followed by email addresses below the bylines, then body text flowing below the email addresses.

Yes, I could place the text, then click on each of the paragraph styles individually, until each type of text was styled. However, by paying close attention, I can create paragraph styles that do all these for me, with one click, rather than having to select each piece individually.

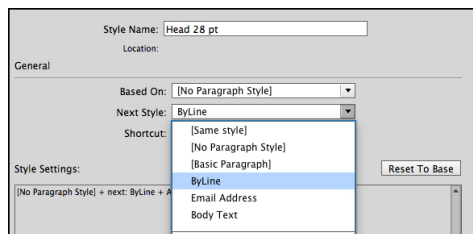


After creating a “Body Text” style, I go about creating a style for the email line. Notice inside the “Next Style” box, I have selected “Body Text.” This will allow me to set two styles at once, an email line followed by body text.

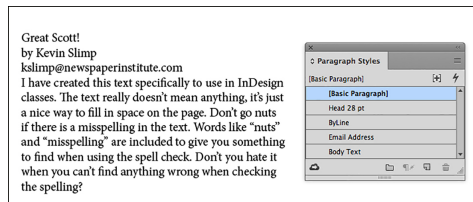
Next, I create my paragraph style for the byline. Again, create text just as you intend for it to look on the page. Note the setting for “Next Style.” After the byline, the next line will be in the Email Address style.



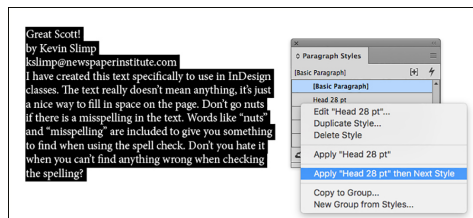
Finally, a style is created for the headline, with Next Style set for “ByLine.”



Now, here is the trick. For this to work, you place your text on the page, then click somewhere within the headline with your Text tool.



Next, right-click on the headline style and select “Apply “Headline” then Next Style.”



The result is a headline, a by-line, an email address line, followed by body text.

Great Scott!

by Kevin Slimp
kslimp@newspaperinstitute.com

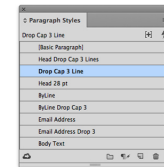
I have created this text specifically to use in InDesign classes. The text really doesn't mean anything, it's just a nice way to fill in space on the page. Don't go nuts if there is a misspelling in the text. Words like “nuts” and “misspelling” are included to give you something to find when using the spell check. Don't you hate it when you can't find anything

With a little practice, you'll be setting up styles for stories with drop caps and more.

Great Scott!

by Kevin Slimp
kslimp@newspaperinstitute.com

I have created this text specifically to use in InDesign classes. The text really doesn't mean anything, it's just a nice way to fill in space on the page. Don't go nuts if there is a misspelling in the text. Words like “nuts” and “misspelling” are included to give you something to find when using the spell check. Don't you hate it when you can't find anything



I know you can't wait. Go have fun. Remember, the secret is to right-click on the paragraph style if you want to use the “next style” method. 🎯

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.

take a moment to tell you how thankful we are for you, our members and associate members.

Our wish for you is that your

Thanksgiving be overflowing with

blessings, your

Christmas or

Hanukkah celebration

be joyful, and your

New Year full of peace

and prosperity.

Dave, Barbara

and the

CPF Board of

Directors



Postal Pieces

2018 Price Changes Announced: No Promotions for Now

– Donna Hanbery, Executive Director, Saturation Mailers Coalition

On October 6, 2017, the Postal Service filed its Notice of Postal Rate Adjustments for Market Dominant and Competitive Products, to be effective January 21, 2018. As previously explained to mailers and industry stakeholders in earlier meetings and announcements, the annual promotions that the Postal Service has included with price changes were not included in the price filing.

For free papers that distribute their papers by locally-entered, drop-shipped saturation mail, the rate adjustments were below the average price change of approximately 1.9% for market dominant products. Recognizing the price sensitivity of these products and their contribution to Postal Service revenues as a product that is largely drop entered, is subject to many competitive alternatives, and has historically made a significant contribution or “mark up” to Postal Service institutional costs, the overall “average” increase for high density and saturation flats was 1.1%. A chart showing the proposed rates for high density and saturation mail, and before and after price increases, accompanies this article.

Other changes in Postal Service products included a one cent increase in the first-class retail, or “forever” stamp, taking that price from 49 cents to 50 cents. There was no increase for additional ounces of first class mail, keeping that rate

at 21 cents per ounce. The retail price for postcards increased from 34 to 35 cents. For competitive products, and shipping services including priority mail, the average increases were higher, averaging a 3.9% price increase.

In the Notice that accompanied the filing, the Postal Service announced that the filing was intended, as much as possible, to strictly comply with the current rate-making law and the authority that the Postal Service had received from the last independent Board of Governors Member remaining in office, to file a standard, CPI, price adjustment case. The Postal Service included with the price filing a Resolution that had been approved as of last November, 2016, when the last independent Board Member of the Postal Board of Governors had a term that came to an end.

As of that date, the Board of Governors apparently were concerned that the future Board of Governors would not have a new appointment, and the only Board Members remaining would be the “staff level” Board Members, including the Postmaster General and the Deputy Postmaster General. Under the law, changes in prices and products are to be approved by the Postal Board of Governors, including at least one independent Board Member, in addition to the Postal Service staff of the PMG and Deputy PMG.

The Board Resolution gave the Postal Service limited authority to file a case that strictly complied with the increases allowed by the cumulative CPI, and authority for the Postal Service to make some adjustments in prices relating to work share discounts and products that were not covering costs, to comply with previous rulings and concerns of the Postal Regulatory Commission. Since that Resolution was passed, an entire year has gone by with no current nominees pending for consideration to fill the seats for independent Postal Board of Governors Members leaving the USPS without the authority under the statute to make changes in prices, classifications and products.

It is this lack of an independent Board of Governors that has caused the Postal Service to announce that it cannot file, or continue, the Postal Service promotions that have been included in postal rate filings and adjustments for the past several years. The Service had previously discussed postal promotions with the industry, and previewed promotions to be included in the 2018 price filing.

It has been generally rumored and discussed that the absence of any independent Board of Governors Members, and the potential risk that any price filing might be challenged if promo-

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tions were included, led the Postal Service to take the very conservative approach of taking promotions off the table and filing a price adjustment that made no structural, classification, or product changes, and keeping the overall price adjustments strictly within the limits of the CPI cap and in accordance with previous PRC rulings.

For free papers distributing by saturation mail, some highlights of the rate filing include:

- The USPS did not change the current breakpoint of 4 ounces.
- The “average” rate for mail drop shipped at the DDU, whether entered in the simplified (EDDM address format) or with an address, increased modestly by less than 1%.
- There was no change in the pound rate. In general, the rates for heavier mail, charged at the combination piece and pound rate, did not increase. With the exception of the increase reflected in the piece rate, the pound rate charged for pieces weighing over 4 ounces remained the same.

- The Detached Address Label surcharge increased from 3.5 cents to 3.6 cents.

In its Notice of the Price Adjustment, the Postal Service expressed optimism that the 10-year rate review will conclude with a decision in favor of the Postal Service’s efforts to break free of the current price cap requirement. The Service begrudgingly announced that it was filing this case to comply with current law, but was outspoken in stating that, “The Postal Service maintains that the rate-making system must change to meet the mandatory statutory objectives, including

Regular Standard Mail Flats Postage Rates--Enhanced Carrier Route (USPS Proposed Rates for January 21, 2018 Implementation) *(All Rates Shown in Cents)*

SUBCLASS/ Rate Category	For Pieces Weighing 4.0 Ounces or Less /1 /2				For Pieces Weighing More Than 4.0 Ounces /1 /2			
	Curr. Rate	Prop Rates	% Diff	Amt Diff	Current Rates		Prop Rates	
					Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound
ECR FLATS High Density /3	24.8	24.8	0.0%	0.0	9.4	61.5	9.6	60.9
NDC Entry	20.8	20.8	0.0%	0.0	9.4	45.4	9.6	44.8
SCF Entry	19.4	19.4	0.0%	0.0	9.4	39.9	9.6	39.3
Delivery Unit Entry	18.5	18.5	0.0%	0.0	9.4	36.3	9.6	35.7
ECR FLATS – High Density Plus	22.8	22.7	(0.4)%	(0.1)	7.4	61.5	7.5	60.9
NDC Entry	18.8	18.7	(0.5)%	(0.1)	7.4	45.4	7.5	44.8
SCF Entry	17.4	17.3	(0.6)%	(0.1)	7.4	39.9	7.5	39.3
Delivery Unit Entry	16.5	16.4	(0.6)%	(0.1)	7.4	36.3	7.5	35.7
ECR FLATS – Saturation	21.8	21.9	0.5%	0.1	6.4	61.5	6.7	60.9
NDC Entry	17.8	17.9	0.6%	0.1	6.4	45.4	6.7	44.8
SCF Entry	16.4	16.5	0.6%	0.1	6.4	39.9	6.7	39.3
Delivery Unit Entry	15.5	15.6	0.6%	0.1	6.4	36.3	6.7	35.7
EDDM ECR FLATS – Saturation	21.9	22.0	0.5%	0.1	6.5	61.5	6.8	60.9
NDC Entry	17.9	18.0	0.6%	0.1	6.5	45.4	6.8	44.8
SCF Entry	16.5	16.6	0.6%	0.1	6.5	39.9	6.8	39.3
Delivery Unit Entry	15.6	15.7	0.6%	0.1	6.5	36.3	6.8	35.7

Add \$0.036 (currently \$0.035) for each piece addressed using a Detached Address Label with no advertising or a Detached Address Label containing advertising (Detached Marketing Label).

Per piece maximum weight is 4.0 ounces before piece/pound rates apply.

This chart was prepared by Postal Consulting Services, Inc. (reproduced with permission) for the
Association for Postal Commerce (PostCom)

assuring the Postal Service’s financial stability and providing funds needed for investment in efficiency, service quality, and mail security. . . Indeed, this is likely the last market dominant price adjustment case that will be reviewed under the current system.”

The 10-year rate review has, as of the writing of this article, not concluded. Although the PRC had signaled its goal of completing the review by “early fall”, it now appears that a final decision may not be available until November. 🚫



Sales Training

Tailored for Selling

— John Foust

Have you fallen into an order-taking rut? Are you passively relying on your accounts to tell you what and when to advertise? Are you following their creative directions like a police artist (“Make the hair longer, make the ears bigger.”)? Are you keeping up with events in their industries? Do you know which products are selling? Do you know what offers have worked in the past? What about seasonal merchandise? Should they consider featuring those products in a separate ad or a bigger ad?

There’s no excuse for being in a rut. If we look, we’ll find plenty of opportunities.

We can learn a lot about selling by studying other sales people. Each time someone tries to sell us something, we see the good and the bad come to life – from a consumer’s point of view.

I remember a trip to a clothing store to buy a new suit. I had shopped there before and knew I would have no trouble finding what I wanted. I was a hot prospect, ready to buy.

When I arrived, all the sales people were huddled around the front desk, talking and telling jokes. Expecting someone to follow me, I walked directly to the suit section and found my size. I glanced at the front of the store and realized that – even though I was the only customer

in the store – no one had noticed me.

I picked out a suit and tried on the jacket. It looked like a good possibility, so I took the trousers into the dressing room, rolled up the legs and put them on. Then I put the jacket back on and stood in front of the mirror. With a few standard alterations, the suit was just what I wanted.

“We can learn a lot about selling by studying other sales people. Each time someone tries to sell us something, we see the good and the bad come to life – from a consumer’s point of view.”

Another glance to the front revealed no signs of life. So, having made a buying decision, I found the alteration department and asked for the tailor.

There I was – standing at the mirror, pants rolled up 12 inches, coat sleeves reaching my knuckles, price tags hanging from the sleeves, tailor on the way with pins and chalk. Then a salesperson walked up and said, “Can I help you?” (No kidding, that’s what he said.)

“What a relief,” I thought. I was afraid I was going to have to write up the sale myself. (I wonder if they would have paid me a commission.)

In spite of the inattention, I did buy the suit. But that’s all I bought. The store was staffed with poor observers. In addition to taking ten minutes to recognize a customer, my sales person missed a chance to sell a couple of shirts and ties to go with my new suit. If he had been good at his job – if he had been more than an order taker – perhaps he could have sold another suit, as well. He made a sale and lost a sale at the same time.

Months later, I walked through that shopping mall again. The store was no longer there. 📍

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