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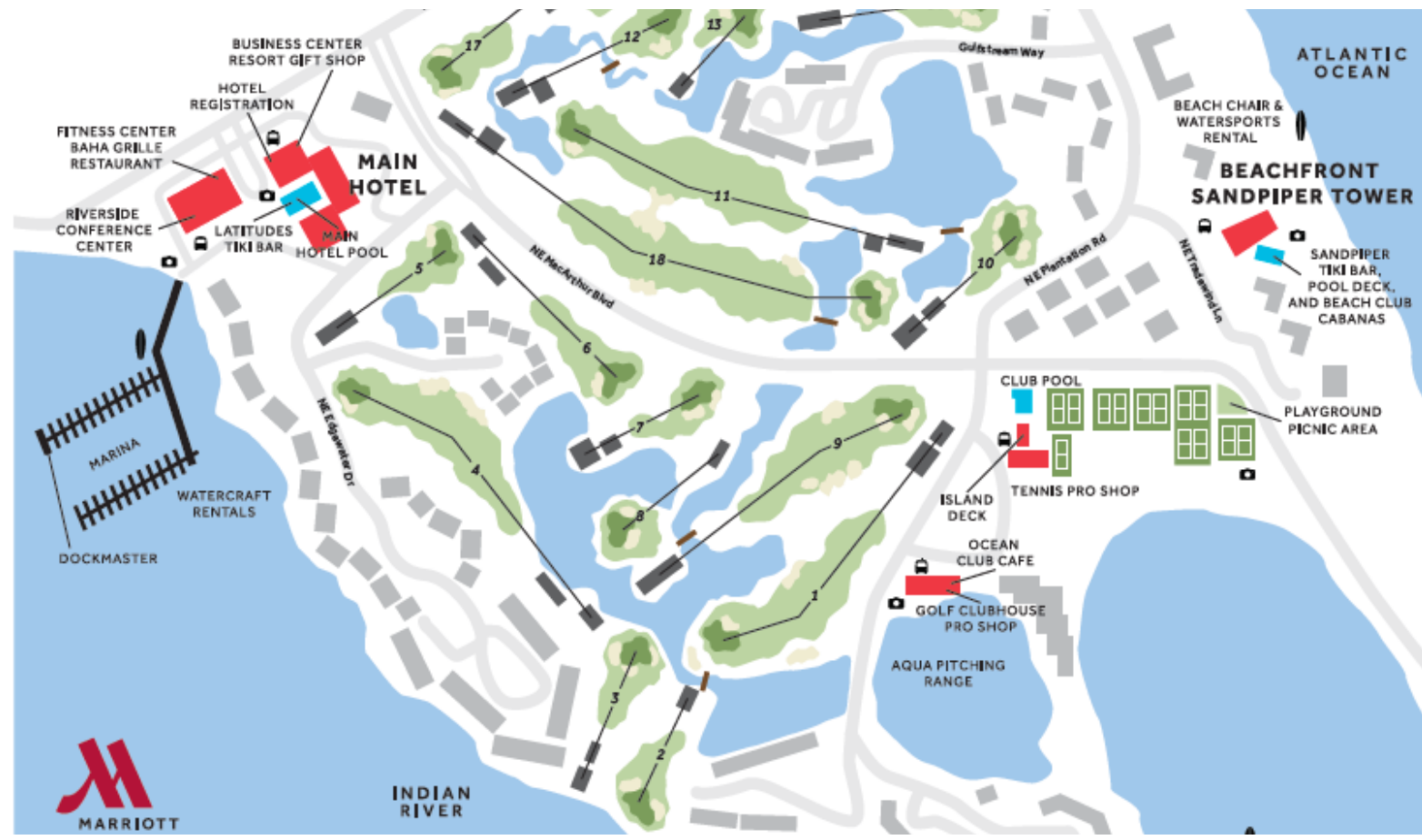
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We’re headed back to Hutchinson Island!



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.

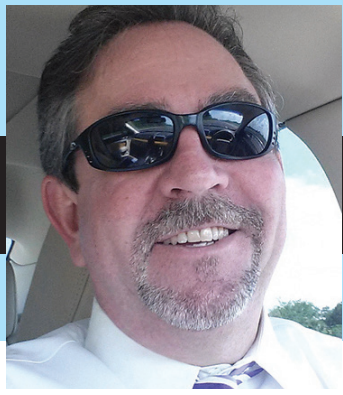


Member Benefits

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, and entertainment) for classified network members, according to the 2018 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); and 501-750K, 6 rooms (with a total of 12 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); and 501-750K, 5 rooms (with a total of 10 attendees). For publications that DO NOT SELL and DO NOT PLACE network classified ads: All attendance costs (hotel, meals and entertainment) are paid in full by the publication.
- 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

Start planning now to attend conference in September!

– Farris Robinson

The Community Papers of Florida Board of Directors has elected to return to the Marriot Hutchinson Island Resort & Marina for the 2018 annual conference.

This will be our fourth visit to this location, which has all the recreational activities that made Florida famous. The hotel is located on a marina and its beach property is a short distance away. The hotel provides a shuttle service to the beach and back to the hotel. If you're in a shopping mood, downtown Stuart is a haven for shops and restaurants on the river.

If you want to sharpen up your golf or tennis skills, the hotel is offering attendees complimentary golf balls at the resort's driving range and unlimited tennis court time, including use of equipment.

Our members planning to attend can expect another great training program, the opportunity to rub elbows with peers in the free paper business, some great food and beverages, and to take home some awards in the "Awards for Excellence" annual competition. There will also be a chance to win some money.

The board of directors has appointed a conference committee to start

working on the agenda. We are always looking for ideas so if you have some to share, send an email to the CPF office at djneuharth@aol.com.

Despite the revenue drop that the association has experienced, CPF is going to continue to pick up the lion's share of the costs for those attending. There will continue to be limits on the number of attendees from each member that the association will pay for. Those limits will be included in the registration forms. If members want to send additional attendees, they will be charged the full rate of the hotel and meal costs.

At last year's conference, CPF charged those attending \$59.50 per room night. Estimated costs for attending, including food and beverages, was over \$350 per person. Once again the board has agreed to charge each member just \$59.50 per room night.

The best way you can help CPF continue to provide the benefits of a conference is to get involved with the classified network and sell an ad or two. The association benefits and you retain half of the revenue.

Place September 14-15 on your calendar. We look forward to visiting with you at the annual CPF conference. 📍





Conference & Hotel Registration Form

Sept. 14-15, 2018 at the Hutchinson Island Marriott Beach Resort & Marina

Complete & fax to 352-347-3384

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); and 501-750K, 6 rooms (12 attendees). **Note: Publications that sell classified ads will have first choice in booking rooms through July 16, 2018.** 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); and 501-750K, 5 rooms (10 attendees). **Note: Publications that only PLACE classified ads are encouraged to register early, but will be placed on a first-come, first-serve waiting list until July 23, 2018.** 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 2018 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 16, 2018 (for publications that SELL the network ads) or on or after July 23, 2018 (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 July 31, 2018. 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 the full cost for their own hotel rooms.

- **The absolute cutoff date for hotel registrations is August 19, 2018.**

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.

- **A credit card is required to make your reservation.** It will be charged the full cost of any hotel rooms (\$119 plus tax per night) on or after July 30, 2018, and the full cost of meals for each attendee on or after August 30, 2018. The meal cost has not yet been determined; but traditionally it is approximately \$30 per breakfast, \$50 per lunch, and \$75 per dinner or reception.

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 352-237-3409 no later than September 10, my signature below authorizes CPF and/or the Hutchinson Island Marriott Beach Resort & Marina 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: _____

Announcements



No more Zoned Circulation!

Several years ago, the Community Papers of Florida went to zoned buys to accommodate The Flyer's Miami and Tampa circulation. With The Flyer's recent decision to pull out of the association and cease publishing the network classified ads, zones are no longer necessary and CPF has returned to a one-zone format that includes all of the former "Zone 1" publications (i.e. all member publications except The Flyers). Updated forms can be found on the CPF website in the members-only area. 

FLORIDA STATEWIDE COVERAGE

American Classifieds of Tallahassee Tallahassee, 24,500*	Highlands Sun Sebring, 12,000*	Hometown News – The Beaches Melbourne Beach, 9,100*	Osceola News Gazette – Thursday Kissimmee, 42,910*	Suncost News Pinellas North North Pinellas County, 24,000*
Antique Shoppe, The •• Keystone Heights, 15,000*	Hometown News – Deland / Lake Helen Deland, 8,000*	Hometown News – Vero Beach Vero Beach, 15,373*	Palm Harbor / Eastlake Beacon •• Palm Harbor, 24,400*	Suncost News South Pasco South Pasco County, 26,275*
Beach Beacon Madeira Beach, 14,456	Hometown News – Deltona / Orange City Deltona, 8,000*	Island Reporter, The •• South Pasadena, 26,600*	Pasco Gazette •• Land O'Lakes, 5,500*	Triangle News Leader Mount Dora, 28,006*
Belleair Bee Clearwater Beach, 12,068	Hometown News – Fort Pierce Fort Pierce, 9,539*	Lady Lake Magazine •• The Villages, 8,000*	Pine Island Eagle Saint James City, 8,295*	Village Spectator, The •• The Villages, 8,000*
Caribbean Today •• Miami, 24,700	Hometown News – Martin County Stuart, 24,038*	Land O'Lakes Laker Wesley Chapel, 13,830*	Polk County News and Democrat 2,100*	Weekend Breeze Cape Coral, 40,165*
Carrollwood Gazette •• Tampa, 5,500*	Hometown News – Melbourne Melbourne, 12,050*	Largo Leader Largo, 24,342	Ponte Vedra Recorder Ponte Vedra Beach, 9,000*	Wesley Chapel Gazette •• Wesley Chapel, 5,500*
Citrus Park Gazette •• Odessa, 5,500*	Hometown News – New Smyrna Beach Edgewater, 13,500*	Lehigh Acres Citizen Lehigh Acres, 4,770*	Sanibel/Captiva Islander Sanibel, 6,228*	Wesley Chapel Laker Wesley Chapel, 13,400*
Clay County Leader Orange Park, 6,500*	Hometown News – North Brevard Merrit Island, 17,500*	Lutz Gazette •• Lutz, 5,500*	Seminole Beacon Seminole, 27,704	West Volusia Pennysaver Deltona, 49,283*
Clay Today Orange Park, 4,000*	Hometown News – Ormond Beach / Daytona Daytona Beach, 20,800*	Lutz News Lutz, 9,003*	Senior Life Magazine •• North Ft. Myers, 11,000*	Winter Haven Sun Winter Haven, 18,000*
Clearwater Beacon Clearwater, 25,204	Hometown News – Palm Bay Melbourne, 11,150*	New Smyrna Pennysaver New Smyrna Beach, 26,41	Senior Times •• Gainesville, 27,000*	Zephyrhills / Dade City Laker Zephyrhills, 9,000*
Daytona Pennysaver Daytona Beach, 66,147	Hometown News – Port Orange Port Orange, 14,800*	New Tampa Gazette •• Tampa, 1,000*	Seniors Voice •• Ocala, 8,000*	
Dunedin Beacon •• Dunedin, 19,400*	Hometown News – Port St. Lucie Ft. Pierce, 17,300*	North Fort Myers Neighbor North Fort Myers, 5,900*	Smart Shopper Port Charlotte, 20,938	
Flagler Pennysaver Palm Coast, 36,472	Hometown News – Sebastian River Sebastian, 10,050*	Observer News Ruskin, 48,100*	Spring Hill Beacon •• Spring Hill, 26,000*	
Florida Mariner • North Port, 12,315	Hometown News – Suntree / Viera Suntree, 10,900*	Ocala Downtown •• Ocala, 8,000*	Suncost News Central Pasco Central Pasco County, 28,850*	
Fort Myers Beach Observer Ft. Myers Beach, 6,746*		Okeechobee Pennysaver • Okeechobee, 11,205*	Suncost News North Pasco North Pasco County, 33,012*	
Green Sheet Port Charlotte, 16,794		Osceola News Gazette – Saturday Kissimmee, 36,590*		

Total Circulation:
1,241,219

Total Readership:
2,328,526

Revised: 2-27-18

* Estimated, not audited, circulation
• Distributed bi-weekly
•• Distributed monthly

NEW 2018 Order Form
Network Classified Ad

Originating Publication _____ Sales Rep _____
Rep's Email _____ Rep's Phone Number _____
Name of Advertiser _____ Check box if a **NEW ADVERTISER** (2 months since last ad)
Run Dates _____ (Wednesday) _____ Weekly Amount Paid to CPF _____

BASE RATE	MAGNIFY YOUR SAVINGS	ADD BOLD FACE
Basic 25-word ad with NO ENHANCEMENTS	Buy 3 WEEKS Get 1 WEEK FREE	Add an Enhancement: BOLD FACE
\$200.00	<i>All four ads must run consecutively.</i>	\$30.00 / week to CPF
\$100.00 to CPF	<small>Check box for Rep 1 Get 1 Free Pricing</small>	<small>You may reduce rate amount you charge your customer over CPF's \$30.00/week rate.</small>
<i>Words over 25, \$10 ea.</i>	<input type="checkbox"/>	<input type="checkbox"/>

CATEGORY REQUESTED: AD COPY:

Automobiles
 Business Opportunities
 Education / Instruction
 Financial
 For Sale
 Health & Medical
 Help Wanted
 Miscellaneous
 Real Estate
 Services / Miscellaneous
 Spanish Section

Ad copy must be received by CPF by 5:00 p.m. Wednesday prior to insertion week. FAX to 1-352-347-3384 or email to CPFDisplayAd@cpf.com. CPF will invoice members each month. Rev. 2-7-18

Announcements



Justo Rey Moves • It's Almost Awards Time!

Need another source of income?
Sell ads into the CPF network!
You retain half the cost of every ad sold into the network.

Not sure how to sell network ads?
We can help with that! Call the CPF office to arrange a training date. We will come to your office at your convenience to train your sales staff.

Call
352-237-3409



Justo Rey has been named the publisher of The Islander News in Key Biscayne near the Miami, Florida, market.

Since 2013, Rey served as the president of The Flyer in Miami. Previously he was the president of the Forum Publishing Group in Southeast Florida. He started his advertising career in sales with Dick Mandt at The Flyer in Miami.

A longtime supporter of free paper associations, he serves on the Community Papers of Florida (CPF) board of directors as treasurer. He is a past president of CPF.

A native of Cuba, Rey moved to the United States when he was 14. He attended Barry University in Miami Shores, Florida. 📍



It's not too early to start searching through your archives and pulling out your best work for this year's Awards for Excellence competition!

The 2018 competition will once again be done digitally, using the same program as last year. Comments we received about the new digital format were overwhelmingly positive, with the most frequent comment being that the digital format takes considerably less time to submit entries than the old posterboard format did.

So start putting aside those hard-hitting editorials and eye-catching ads. Go ahead and brag about what your paper did to serve your community, or what wonderful testimonial letters you've received from your advertisers. By gathering your entries now, you'll be ready to upload them when the competition opens. And by starting now rather than by rushing later when the deadline is approaching, you'll be less likely to miss an entry that should have been included.

So start pulling those ads and articles! 📍



PaperChain Update

This I Believe ...

– Jim Busch

Twelve years ago I was sitting at my desk at the Pittsburgh Pennysaver when asked if I would, “Write a few short articles for PaperChain?” I agreed and thus began my relationship with Link & Learn and each of you.

My mother-in-law used to say that as one ages, “the days get longer and the years get shorter.” Time has taught me that she was absolutely right! Somehow I turned around and discovered that I have written over 140 monthly columns and that the online PaperChain archive contained approximately 275,000 words I’d written about our industry. I have been gratified by the response to this column. The feedback we’ve received from our readers, ranging from successful publishers to entry level salespeople, tells us that they’ve found Link & Learn to be a valuable resource. This is why it is with great reluctance that this is my last regular column. I will continue to take an active role in the industry, but I feel it is time to hear from some new voices in the industry.

Since retiring, I’ve been teaching classes to local writing groups. I am currently preparing a class on writing a personal essay based on the old Edward R. Murrow “This I Believe” series. Murrow asked people, both ordinary folks and world leaders, to share their personal beliefs on life. What follows are ten core beliefs that I’ve learned to embrace in my thirty plus years in advertising.

Knowledge is Power

I believe in the importance of training. In the 1970’s I worked for an industrial sales firm that was owned by a WWII bomber pilot. Since his Air Corps training had saved his life, he was a big believer in educating his troops. We were required to attend a training session every Monday evening from the week after Labor Day to the week before Memorial Day. The session was scheduled from 6 p.m. to 9 p.m. but often lasted until 10 or even 11. Like everyone else, I complained about these classes and about giving up an evening with my family.

I didn’t realize how valuable these sessions were until a client set up a meeting with both our company and our biggest competitor’s sales reps. To put it mildly, “We crushed them like a bug!” We not only knew our products, but we also knew the capabilities of the competitor’s products and the customer’s industry. We were also much more effective in communicating the value of our products. Since that time I’ve never questioned the value of investing time in training myself or my team.

Throughout my career, I’ve sought out every opportunity to hone my skills and expand my knowledge base. I took advantage of every class available at my company, invested in outside

training opportunities and read everything I could on selling and advertising. This dedication to improving my skills has paid huge dividends both in bigger paychecks and greater self-confidence.

Practice Makes Perfect

I believe that practice allows us to make our mistakes where they can help us grow, rather than where they cost us money. Roleplay was a big part of the training sessions described above. Like most salespeople, I hated roleplaying, it just felt weird and artificial. My experience in the “real world” taught me to embrace roleplaying.

When I was feeling stressed on a sales call and in danger of choking, the words I had practiced seemed to roll off my lips. Just like an athlete, what we learn in practice pays off in the midst of “playing the game.” In addition to roleplaying, writing out your presentations and visualizing how you’ll behave on a call will improve your presentation skills and effectiveness.

Failing to Plan is Planning to Fail

I believe in the importance of planning. The statement at the head of this paragraph is a hokey old saying, but it is far too valuable to ignore. As salespeople, we only get paid for the small percentage of our time spent in substantive conversations with prospects.

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Continued from page 6

To be successful, we must make effective use of every precious second in front of a customer. If we know something about the client, their business, their competitors and how we can help them going into the call, we are less likely to waste time fumbling around during the call. Planning out what we want to say and how we are going to say it makes us feel, and sound, more self-assured and confident. Many salespeople take a great deal of pride in their ability to “think on their feet,” and the ability to improvise on a call is important; but taking the time to plan a call almost always improves our chance of success. Like my Dad used to say, “When you shoot from the hip—you usually miss!”

Tick—Tock

I believe in the inestimable value of time management. Every successful person I’ve ever met has a well-developed sense of urgency. In the words of Rudyard Kipling, they try to, “Fill each unforgiving minute with 60 seconds of distance run.” We are all in business for ourselves. We sell our time for the money we need to support our families and to purchase the things we want. Like all good business people, we want to maximize the return on our investment of this most precious resource. One of the most valuable books I read early in my career was Alan Lakein’s *How to Gain Control of Your Time and Your Life*. I continually ask myself the “Lakein Question” – “What is the best use of my time...Right Now!”

Creativity Is the Ultimate Competitive Advantage

I believe that exercising our creativity not only gives us a powerful competitive advantage,

but also makes our work interesting and fun. I had a number of sales jobs before I became involved in advertising. I liked my previous jobs, but I soon came to love advertising and to see it as my life’s work.

Advertising’s main attraction was that it gave me a chance to exercise my creativity. Like artists, we create the products we sell. Our clients look to us to find creative ways to present their business and to promote their products. Human beings crave variety and fresh ideas. The two most dangerous phrases in our industry are, “So should we keep the ad the same for next week?” or, “What do you want in your ad?”

Customers look to us for ideas, and unique ways to position their business. If we do not provide creative promotional ideas to our customers, we reduce ourselves to selling “space” in our products. Space is a commodity and, like all commodities, its value is based solely on price—the lower the price per unit, the better the value. Our customers value creative ideas and are willing to pay for it. Using our creativity is how we add value to our products.

Our creativity not only helps our clients sell their products, but is also a critical factor in selling our products. Exercising our creativity in reaching our prospects and in presenting our products is guaranteed to add quite a few dollars to our paychecks.

Get in Touch with Their Emotions

I believe that people make decisions emotionally and then justify them with logic. We humans are very proud of our big brains. We believe that our ability to use logic enabled us to climb down

from some ancient African trees to become masters of the planet in the modern age. The truth is, if we had taken the time to think everything through logically, the sabretooth tigers would have eaten our ancestors before they got more than twenty feet away from the baobab tree.

In actuality, our subconscious mind and our emotions, which react much quicker, allowed us to respond to our environment in a more timely way. Though the sabretooths have departed the scene, we still use these ancient sections of our brains to guide us through life. This is why customers will reject your proposal in spite of all of the evidence you have shown them to prove your case. They may see the logic of your proposal, but they will never buy if it doesn’t “feel” right to them. To close a sale, you need to connect with the customer on a human, emotional level. Your goal is not to get them to think about how your products can help them achieve their goals, you need to get them to imagine how good it will feel to advertise with you.

You Never Get a Second Chance to Make a Good First Impression

I believe in making a good first impression. I’ve read several books by graphic designer Chip Kidd. Kidd is the most sought after and highest paid designer of book covers in the world. He makes the “big bucks” because publishers know that a well-designed cover can make the difference between a book landing on the best seller list or in a bin at the dollar store. In spite of the age old warning to not “judge a book by its cover” people do it all the time. In fact, we do this all the time in almost every situation, a fact

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well documented in Malcolm Gladwell's excellent book, *Blink*.

This is why I am always conscious of how I dress and how I move. Like Rodney Dangerfield, the free paper industry "gets no respect." By dressing professionally and being aware of my body language, I attempt to build rapport with my prospect before I ever open my mouth. Knowing that "non-verbals" are an important component of how others perceive us, I am very careful of my facial expressions (my smile) and my body language. Likewise, I put a lot of thought into the design and appearance of my sales materials.

Free Prize Inside

I believe that content is king. Though this may seem at odds with the previous sections of this article, I believe the information we deliver in our presentations or in our papers is vital to our long-term success.

This is like Christmas morning. The pretty paper and the clever wrapping may determine which package gets opened first, but the gift inside determines what the recipient will treasure for years to come. We must make a good first impression and engage the prospect emotionally, but it is what we show them once we have their attention that will make them want to do business with us.

This is where our planning and creativity comes to bear on the client's decision making process. This is also why our papers continue to draw readers as other publications decline. Our local content and our intimate connection with

our communities, is the "free prize" people discover when they open our publications.

The Hedonic Paradox

I believe in helping others. Psychologists call it the "Hedonic Paradox," that the happiest people paradoxically aren't the ones who think about themselves, but those who live their lives for others. The great sales trainer Zig Ziglar said it this way. "The best way to get everything you want in life is to help as many people as possible get everything they want out of life."

Experience has shown me that the most successful salespeople aren't the ones who are focused on their commission, but rather those who work to get the best results for their advertisers. Likewise, the best managers aren't the ones who want to advance their careers, but those who want to help their people grow and develop. As a rep, I gained a reputation for selling big programs to my customers. I did this because I knew that aggressive programs would produce the best results for the business I was trying to help—the big commissions I earned were just a very nice side effect.

Advertising People Just Want to Have Fun

I believe in having fun. I have a confession to make. I'm a bit lazy and not all that disciplined. Like a spoiled twelve year old, I only like to do things that are fun to do. Fortunately, I was lucky enough to find a career that let me have a barrel of fun while still supporting my family.

We all know that to be successful in sales we must maintain a positive mental attitude and a high level of enthusiasm. It is impossible to fake these critical personal attributes for any length

of time. Only those who enjoy what they can do can achieve the success described by Winston Churchill as, "Success is the ability to go from one failure to another without loss of enthusiasm."

I believe that selling advertising is either the hardest easy job in the world or the easiest hard job. It is an easy job in that we don't have to dig ditches or lift heavy objects, but it is hard in that we constantly expose ourselves to rejection and disappointment. It takes a special kind of person to do this for a living, one who truly enjoys the challenge of advertising and the opportunity that it provides to help others.

When I started my career, one of my mentors told me, "If you stick it out long enough to wear out a good pair of shoes, you'll know you're cut out for this crazy business." Well, I've worn out countless pairs of shoes over the last three decades, but I've always had fun.

Keep Up the Good Work

In conclusion, I'd like to thank all the people who have made my career so enjoyable and rewarding. I would especially like to thank all the people who have attended my classes and read these columns for their generous feedback and attention. I plan to continue taking an active role in the industry and as a member of The Leadership Institute. I may even write the occasional article.

For now, I would like to wish you all continued success. I will end this column in true Edward R. Murrow fashion, "Goodbye and Good Luck!" 🖊️

This article was written by Jim Busch.



The “News Guru” Speaks

The Great Divide

– Kevin Slimp

During a keynote address at the Kansas Press Association convention in February, I presented the results of my annual survey of newspaper publishers in the U.S. and Canada for the first time. With roughly 15 percent of publishers in these two countries participating in the survey, it’s a good bet the results are representative of the industry as a whole.

In my previous column, the first in a series concerning survey findings, we discussed some of the differences between healthy newspapers and newspapers with diminishing health over the past three years. Today, I’m going to take a look at the differences in how daily and weekly newspaper publishers view the benefits of their digital efforts.

After visiting thousands of newspapers during my career, and speaking to thousands more at conferences, there’s not much that catches me off guard about our industry these days. But I was a little surprised by the vast differences between the way daily and weekly newspaper publishers view the benefits of their digital efforts.

Question 10 of the survey, “How do you feel about the following statement: Our business would do just as well or better without a print version,” was less divisive. It seems that both

daily and non-daily publishers universally agree they wouldn’t survive without a print version.

The differences arise in response to Question 11, “How do you feel about the following statement: Our business would do just as well or better without a digital version.”

A whopping 59 percent of daily publishers responded, “That’s ridiculous. We would be in worse shape without a digital/online edition.”

Conversely, 68 percent of weekly publishers believe it either “is” or “might be” true that their paper would do just as well without a digital version. When you add in the number of folks who responded “other,” then wrote they didn’t have a digital presence, you have well more than 70 percent of weekly publishers wondering if there is any advantage to having a digital edition of their newspapers.

Looking further, the differences of opinion between publishers of “healthy” newspapers and “unhealthy” newspapers is not as glaring. While 59 percent of publishers who rated their paper’s health as “very healthy” or “relatively healthy” indicated their papers might be better off without a digital version, 54 percent of publishers who rated the health of their papers as “unhealthy” or “near death” felt the same about their digital efforts. Not a huge difference.

The results are even more striking when asked about the benefits of social media. Only 22 percent of non-daily (less than four issues per week) newspaper publishers report seeing any benefit, financial or otherwise, from their social media efforts. Compare that to 60 percent of daily newspaper publishers who see some type of benefit from their social media efforts and it’s clear there are some real differences between the results of social media at daily and non-daily newspapers.

I’m fascinated by the responses to these surveys. As I hear from publishers and others after seeing the results of our past surveys, it’s apparent that folks are often surprised to find their newspapers aren’t so different from others. This is especially true when we look at categories like newspaper ownership models (a full 50 percent of U.S. and Canadian newspapers are not part of any group, with only 11 percent being part of a large regional or national group) and circulation (average circulation is less than 6,000).

I often hear attendees at conferences respond, “I thought we were different from everyone else.”

There’s some solace, I believe, from realizing you’re not alone. At the same time, we can gain some benefit from learning what is working at other newspapers similar to our own. 🎯



Sales Training

Less Talk Can Lead to More Sales

– John Foust

Andy was telling me about his dealings with media sales people. “Since I run a local business, I hear from a lot of people,” he said. “One particular meeting really stands out, because he talked himself out of a sale. As soon as he said ‘hello,’ he jumped right into his sales pitch. As he talked, everything was a blur of facts and figures. It was obvious that he was so proud of his presentation that he didn’t want anything to throw him off track. He showed no interest in my business or what we needed to accomplish with our marketing. Finally, when he pulled up a spreadsheet on his laptop, I cut him short and sent him on his way.”

It reminded me of somebody my wife and I used to know. Every time he called, he talked non-stop, without giving us a chance to say anything. We joked that we could put down the phone, make a sandwich, eat lunch, pick up the phone again to say, “Uh huh” – and he wouldn’t know we’d been away.

There’s a lot of truth in the old cliché, “Lord, fill my mouth with worthwhile stuff, and shut it when I’ve said enough.” Here are some points to keep in mind:

1. This is probably not your prospect’s first advertising appointment. The longer he or she has been in business, the greater the likelihood

that it has all been heard before. If they think “been there, done that,” they’ll tune you out.

They are giving you the gift of their time. Show respect for that generosity by making the conversation meaningful for them.

2. It’s good to know worthwhile stuff. But resist the temptation to tell them everything you know.

There’s nothing wrong with asking, “Is this the kind of information you need?”
That kind of feedback will help you.

When you prepare, don’t limit yourself to refreshing your knowledge of your sales points and your rate card. Research the prospect’s business. Study their past advertising. Learn market-

ing trends and challenges in their industry. That will give you a greater depth of understanding, so you can quickly get in step with the person on the other side of the desk.

3. A dialogue is better than a monologue. The best way to encourage engagement is to ask questions – and listen carefully to the answers. Ask questions to get details about their marketing. Ask questions to find out what has worked for them in the past. Ask questions to discover needs.

There’s nothing wrong with asking, “Is this the kind of information you need?” That kind of feedback will help you. They may want a lot of factoids. Or they may be like the person who says, “Don’t give me the history of the watch. Just tell me what time it is.” It’s your job to adapt to them, not expect them to adapt to you.

“When I meet with a media sales person, it’s to help me make good marketing decisions,” Andy said. “I don’t need a long-winded sales speech.”

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