



Table of Contents

Board of Directors & Staff..... 2

President's Message:

Gearing Up for Conference 3

Conference Updates:

– Awards for Excellence
2018 Contest Categories 4

– Conference & Hotel
Registration Form 5

– Seeking Nominations
for Beckerman Award..... 6

Announcements:

– CPF Publishers Win Big
at AFCP Conference 7

– “PRINT” Act Introduced to
Protect Publishers/Printers 9

– It's Not Too Early to Plan
Free Paper Month Activities.. 10

– Free Paper Month Ideas 11

The “News Guru” Speaks:

Newspaper Dominoes Fall 12

Postal Pieces:

Postal Product People
Attended AFCP Conference 13

Sales Training:

An Alternative to Spec Ads 15

CPF Members Honored at AFCP's Annual Conference



Charlie Delatorre was elected president of the Association of Free Community Papers (AFCP) at the annual conference in Baltimore.

Delatorre is the owner and publisher of Tower Publications in Gainesville, Fla.

He has served AFCP for a number of years, including being a member of the board of directors, and has served in officer positions for the association. He has served numerous chair positions for AFCP and has devoted countless volunteer hours to benefit the association.

Delatorre is one of the founding faculty members of The Leadership Institute (TLI) and has presented classes annually at

Continued on page 7



Glen Fetzner accepts the AFCP Publisher of the Year award from last year's winner, Dan Buendo.

Glen Fetzner was named the Association of Free Community Papers (AFCP) Publisher of the Year at the recent annual conference in Baltimore.

Fetzner is the owner and publisher of Ocean Media Solutions on the Treasure Coast in Florida.

In making the presentation, last year's recipient, Dan Buendo said, “One of the highest honors AFCP can bestow on a participating member is the Publisher of the Year Award. It is presented as recognition for representing the industry and the association at the highest level through their efforts and company operations. It is my honor as recipient of last year's award, to be able to present the award this year.

Continued on page 8

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.

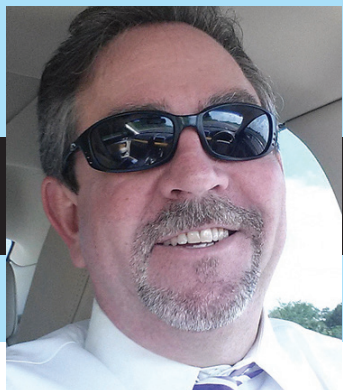


Member Benefits

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 for each attendee.
- 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

We're gearing up for CPF's 2018 conference!

— Farris Robinson

The Community Papers of Florida's 2017 conference at the Hutchinson Island Marriott Beach Resort & Marina at Stuart was well received by the members who attended.

It was affordable, the location was great, the service was good and the beach was just a short walk away.

So why not go back for the 2018 conference?

That is what the board of directors decided to do. We will return to Stuart for the 2018 conference scheduled for September 14-15.

If you're in the mood to shop, 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.

A committee has been formed and we will soon be putting together the agenda for this conference. We are always looking for ideas; so if you have some to share, send an email to the CPF office: djneuharth@aol.com.

Meanwhile, you can start planning to get your graphic and editorial awards together to place in the annual "Awards for Excellence" competition. The information and details are included in this newsletter.

Despite the revenue drop that the association has experienced, CPF is once again going 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 are included in the registration forms.

At last year's conference CPF charged those attending \$59.50 per room night. The estimated cost of attendance, including food and beverages, was over \$350 per person.

We look forward to meeting with you and to sharing revenue ideas with you at the annual conference.

Place September 14-15 on your calendar now!

Congratulations are in order for Glen Fetzner and Charlie Delatorre. Glen was named the Association of Free Community Papers Publisher of the Year, and Charlie was elected president at their recent conference in Baltimore. See the related articles in this newsletter. 📌





Awards for Excellence

2018 Contest Categories

Entries are due by Tuesday, July 31, 2018!

1. EDITORIAL

- 1a. **PERSONAL COLUMN** – A column, written by the publisher or a member of his/her staff, covering any topic.
- 1b. **BEST EDITORIAL** on a subject of local community interest. (It must be written by or on behalf of an editor and *give an opinion* on a topical issue).
- 1c. **NEWS STORY** – A written rendering of a newsworthy event. Include byline.
- 1d. **BEST ORIGINAL WRITING** for a human interest or feature article.

2. PHOTOGRAPHY

- 2a. **BEST ORIGINAL PHOTOGRAPH** used for a feature or general interest story, a community news event or a sports event.
- 2b. **BEST ORIGINAL PHOTOGRAPHIC SPREAD** for a feature or general interest story, community news event or sports event.
- 2c. **BEST INDEPENDENT PHOTO FEATURE** – Photo with a tag line but no story.

3. SALES PROMOTION

- 3a. **SELF PROMOTION IN PAPER** – Advertising in your paper that promotes the use of your paper by advertisers or acceptance by readers. Includes testimonials.
- 3b. **OTHER SELF PROMOTION** – Includes flyers, mailers, media kits, electronic media, etc.

4. RETAIL ADVERTISING

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

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

5. AUTOMOTIVE ADVERTISING

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

6. REAL ESTATE ADVERTISING

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

7. DINING & ENTERTAINMENT ADVERTISING

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

8. PROFESSIONAL SERVICES ADVERTISING

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

- 8a. **FULL COLOR/PROCESS (1/2 PAGE OR MORE)**
- 8b. **FULL COLOR/PROCESS (LESS THAN 1/2 PAGE)**

9. B&W AND/OR SPOT COLOR ADS

(Any ad from categories 4 through 8 that is done in either black & white or with spot color, in any size.)

- 9a. **BLACK & WHITE**
- 9b. **SPOT COLOR**

10. MIXED CATEGORIES

- 10a. **THEME PROMOTION** – A common theme for a group of businesses such as car care, home improvement, holiday themes, strip malls, etc.
- 10b. **ADVERTISING CAMPAIGN** – Multiple ads for a single client using continuity of theme/artwork.
- 10c. **IN-HOUSE PRODUCED ADVERTISING INSERT** – Either single sheet or more than single sheet.

11. COVER DESIGN

- 11a. **BEST SHOPPER COVER DESIGN**
- 11b. **BEST COMMUNITY NEWSPAPER COVER DESIGN**
- 11c. **BEST SPECIAL SECTION COVER DESIGN – NEWS-PRINT**
- 11d. **BEST SPECIAL SECTION COVER DESIGN – GLOSSY**

12. INTERNET / WEB PAGE

- 12a. **BEST INTERNET HOME SITE** design & presentation. (Submit a screen shot of your home page.)

13. JUDGE'S CHOICE AND BEST OF SHOW

- 13a. **JUDGE'S CHOICE** – This award will be presented by each judge for his/her favorite entry. Separate entries in this category are not accepted.
- 13b. **BEST OF SHOW** – The judges will choose the winner of this category from all entries received. Separate entries in this category are not accepted. 🏆



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: _____

Please print your name/title as you'd like it to appear on your name badge.

NAME: _____

Title: _____

Email: _____

Number of guests you will be bringing: _____

Management _____ Sales _____ Graphics _____

NAME: _____

Title: _____

Email: _____

Number of guests you will be bringing: _____

Management _____ Sales _____ Graphics _____

NAME: _____

Title: _____

Email: _____

Number of guests you will be bringing: _____

Management _____ Sales _____ Graphics _____

NAME: _____

Title: _____

Email: _____

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: _____



Conference Update


Seeking Nominations for the Beckerman Award!

Nominate your publication, your employees or yourself!

Milton and Bernice Beckerman, CPF associate members for more than 25 years, were newspaper brokers with big hearts.

In 1993 they placed \$15,000 in a fund with the intent that a CPF publisher (or a member of his or her staff) be recognized annually for outstanding community service. The CPF Board of Directors is delighted to bring back this prestigious award.

If you have been involved in sponsoring a community event or charity, or if an individual on your staff (or you personally) have worked to improve the quality of life in the communities you represent, please use the entry blank on this page to enter.

We thank you for your service to your community. 

The Milton & Bernice Beckerman Award Entry Form

This award honors a CPF member publication, or an employee of a member publication, for outstanding community service from August 1, 2017 through July 31, 2018. This service can be in the form of a special edition that benefitted a community or charity, a fund-raising event for a charity, an employee who performed service for his community, etc. Please complete the entry form, attach any pertinent backup (i.e. pictures, tearsheets, etc.), and return it to the CPF office so that it is received no later than August 1, 2018. Mail to CPF, P.O. Box 1149, Summerfield, FL 34492; fax to 352-347-3384; or email to CPFDisplayAds@aol.com.

Name of Publication: _____

Publisher: _____

Service Performed: _____

Date Service Performed: _____

Effects of the Service: _____

Name of Employee (if employee related): _____

Announcements

CPF Publications Win Big at AFCP's Annual Conference



Delatorre Elected AFCP President

Continued from page 1

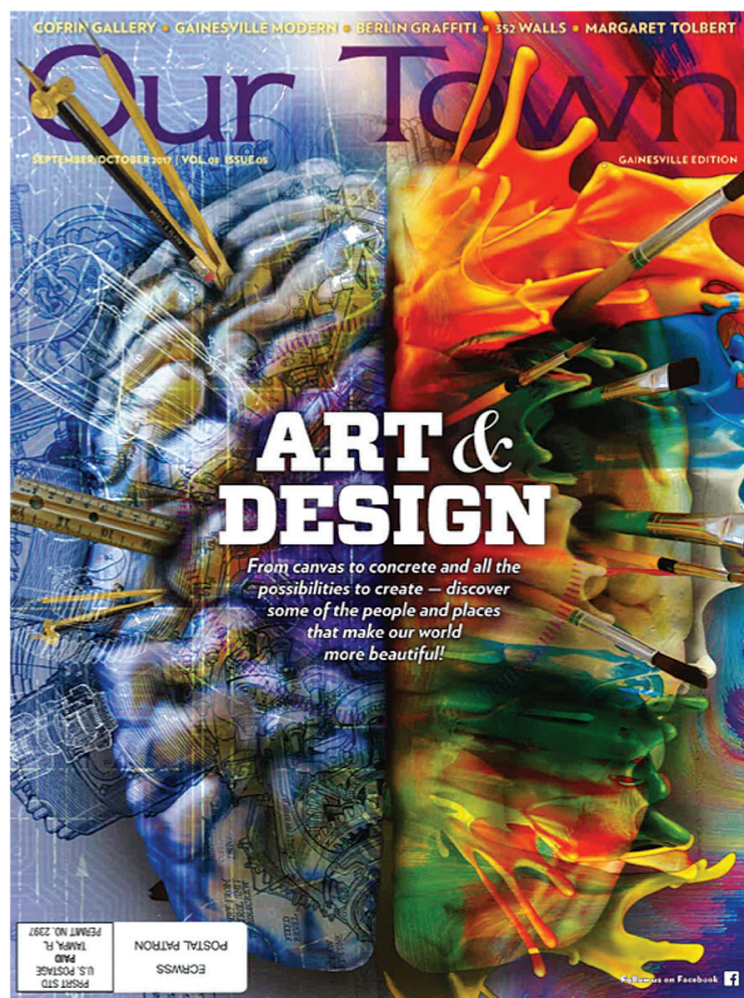
AFCP conferences as well at other free paper conferences. In 2014 he was honored as the AFCP Publisher of The Year.

As a long time board member of the Community Papers of Florida (CPF) and its past president, he has been an outspoken advocate of free papers. His company has provided strong support of network classified sales for free paper associations across the country.

Delatorre started his publishing career with the Buyers Guide in Gainesville, Fla., which at the time was owned by Add Inc., and quickly moved to the position of general manager. Later, when Add Inc. decided to close the Buyers Guide, Delatorre negotiated a deal to purchase the publication and the rest of the story is a history of success. Over time he changed the name to Tower Publications, and he currently publishes numerous community niche magazines in the Gainesville market.

As a graduate of the University of Florida he will tell you that the Swamp in Gainesville is the most important scene in the sports world, and that the University of Florida is the best college in America. At the University he earned a bachelor's degree in political science with a minor in business administration.

Delatorre and his wife, Bonita, have two children: a daughter, Lauren, and a son, Charlie, Jr. In his spare time he loves playing music with his friends and is the lead singer in two local bands – Good Bottom and Whiskey Jones. 🎸



The first place General Excellence winner for a monthly publication was OurTown, Art & Design.

In a repeat of last year's successes in the Association of Free Community Paper's annual "Best of the Best" awards competition, Tower Publications in Gainesville, Florida, was once again the top award winner with a total of 22 honors, including six first place trophies.

In a special advertising design contest for ads that featured a Partnership for Drug Free Kids, Hank McAfee of Tower Publications won the third place award.

Tower Publications also picked up the first place general excellence award in the gloss category.

Other first place Florida publications included Ocean Media Solutions in the glossy category, and The Florida Mariner in the single advertising category.

Over 1,400 entries were submitted to the competition in 90 different categories. 🎉



Fetzner Named AFCP's Publisher of the Year

Continued from page 1

"This year's award winner has served over 25 years in the free community paper industry as a second generation participant. He has built his publications from the ground up through hard work, commitment to his products and investment in his staff.

"Let's look at the products first. Through the years the product has evolved and grown into one of the leading publications in the highly competitive Florida market. The current publications are award-winning, four-color gloss magazines that range in size up to 140 pages and are direct mailed to over 200,000 homes in Florida's Treasure Coast. The publications posted a 25% revenue growth for the fourth quarter of 2017 and are poised for a 20% increase in 2018. Pretty Impressive!

"Now let's look at how this year's winner treats his team to be able to build those kind of gains. His commitment to training and staff development is second to none – averaging over 10 conference participants in each of the last five conferences, the highest number of TLI participants of any member company in AFCP – and a strong believer in on-site professional development for his staff.

"In addition to his commitment to development of his staff, here is a comment from one of his team members –

"In September of 2017, South Florida was just one of the areas hit by Hurricane Irma,



Glen Fetzner addresses the crowd after being named AFCP's Publisher of the Year.

which devastated the Florida Keys. As the daily warnings became statewide, our publisher made it his personal mission to release every employee five days well ahead of the storm, ensuring that each and every staff member had time to prepare well in advance, from either boarding up our homes to coordinating a safe place with or without family, including the time needed to leave the state as many did. We were very Blessed as we were spared the worst of the storm. Our publisher and management team contacted each and every staff member to check on each person's safety and well-being. This is just one of many testaments of kindness, respect and leadership our publisher demonstrates not only his staff, but to his community.'

"We applaud this year's Publisher of the Year on his commitment to his product, to his staff and to his community. Please join me in congratulating the 2018 AFCP Publisher of the Year form

Ocean Media Solutions – Glen Fetzner."

In receiving the award, Fetzner credited his staff and Elaine Buckley for the recent success of his publications. "In the past I have worked with J.W. Owens and Rob Zarrilli and have learned from them," he said.

He also credited the training programs of AFCP. "We send up to 10 persons a year to the conference and each returns with 10 revenue-generating ideas. The Leadership Institute is a huge part of their training.

It was Moneysaver Magazine that began publishing in Stuart, Fla., in 1995. Several years ago Fetzner said he made one of the toughest decisions in his life. He changed the name of the company from Moneysaver to Ocean Media Solutions, and the names of the publications to the names of the communities they served – such as Stuart Living. It opened the doors to better readership and to new advertisers.

Ocean Media Solutions has become the Treasure Coast's #1 direct mailer in the area, following 20 years of success in the commercial and residential real estate publishing business.

Today the publication direct mails seven targeted zones with a total circulation of over 200,000 households. Areas served include northern Palm Beach, Sebastian, Vero Beach, Fort Pierce, Port St. Lucie, Jensen Beach, Stuart, Hobe Sound, Tequesta, Jupiter, Juno Beach and Palm Beach Gardens. 📍



Bipartisan Group of Senators Introduces “PRINT” Act to Protect Publishers

The Bill Would Suspend Newsprint Tariffs While Government Studies Effects on U.S. Industries

In an effort to protect printers and publishers from unwarranted tariffs, Senators Susan Collins (R-ME) and Angus King (I-ME) introduced S. 2835, the “Protecting Rational Incentives in Newsprint Trade Act of 2018,” or “PRINT Act.”

Senators Roy Blunt (R-MO), Shelley Moore Capito (R-WV), Deb Fischer (R-NE), Johnny Isakson (R-GA), Doug Jones (D-AL), Claire McCaskill (D-MO), Jerry Moran (R-KS) and Roger Wicker (R-MS) joined as original co-sponsors.

The PRINT Act would suspend new tariffs currently being imposed on imported uncoated groundwood paper from Canada, which is the primary source of newsprint and other paper used by domestic newspapers, book publishers and commercial printers. Simultaneously, the legislation would require the Department of Commerce to review the economic health of the printing and publishing industries. Newspapers and printers across the United States have told Congress that the new import tariffs – as high as 32 percent – would jeopardize the viability of the industry and threaten to decimate the U.S. paper industry’s customer base.

Many local newspapers and printers that use uncoated groundwood paper have experienced price increases and a disruption in supply since

preliminary countervailing and antidumping duties were assessed earlier this year. Even as the Commerce Department investigation is ongoing, the duties are already being collected on imports, causing immediate economic harm to printers and publishers. A final Commerce Department decision is expected on August 2.

The new PRINT Act legislation would pause both the preliminary and any final duties while the Department completes its study.

In introducing the legislation, Senator Collins stated, “The U.S. printing and publishing industry is facing an unprecedented threat from crippling new import tariffs imposed on Canadian uncoated groundwood paper — better known as ‘newsprint’ — which is used by newspapers, book publishers, and commercial printers. As a Senator representing one of our nation’s leading papermaking states, I have consistently fought for actions to ensure a level playing field for the domestic papermaking industry. In this case, however, one domestic mill owned by a venture capital firm appears to be taking advantage of trade remedies to add to its own bottom line, putting thousands of American jobs at risk. I encourage my colleagues to support this bipartisan bill to fully evaluate the economic impact of these tariffs before they harm our local newspapers and printing industries.”

“Throughout Maine, small town newspapers remain a principal source of information for people looking to read the news, learn about the

goings-on in their communities, and stay up-to-date on current events,” Senator King said. “But new tariffs on uncoated groundwood paper could jeopardize this access to information and impact hundreds of thousands of American jobs in the U.S. newspaper business and paper manufacturing industry, which are already operating on razor-thin margins. I have consistently fought for stronger trade enforcement, especially when it involves protecting the domestic paper industry, and must take action to ensure the Department of Commerce hears the serious concerns of the domestic paper manufacturing industry. The PRINT Act would help us better understand the damaging consequences of the DOC’s decision to impose duties and help ensure local newspapers don’t bear an undue burden from these misguided tariffs, so people in Maine and in rural towns across America, can continue to receive their local news from hometown papers.”

The PRINT Act seeks a further examination of the harm that these tariffs will have on our nation’s economy, local jobs and the distribution of news and information in local communities. Specifically, the PRINT Act would:

- 1) require a study by the DOC of the economic wellbeing, health and vitality of the newsprint industry and the local newspaper publishing industry in the U.S.;

- 2) require a report from the Commerce Secretary to the President and Congress within 90

Continued on page 9



Bipartisan Group of Senators Introduces “PRINT” Act

Continued from page 8

days that includes both the findings of the study and any recommendations the Secretary considers appropriate;

3) pause any affirmative determination by the DOC or ITC (U.S. International Trade Commission) until the President certifies that he has received the report and has concluded that such a determination is in the economic interest of the United States; and

4) halt the collection of cash deposits for uncoated groundwood imports currently under investigation at the Commerce Department until the President has made such certifications.

Because of the devastating impact of the tariffs on publishers, printers and other businesses, the bill has received widespread support from Stop Tariffs on Printing & Publishing (STOPP), a broad-based coalition that was formed to fight these crippling tariffs and which represents more than 600,000 workers in the U.S. printing and publishing industries.

The ITC is conducting its final investigation in this case, which includes a public hearing on July 17, 2018. The Commission will reach a final determination in mid-September. 📌

The STOPP Coalition is a group of associations representing printers, publishers, paper suppliers and

distributors that represent mostly small businesses in local communities that employ more than 600,000 workers in the United States. We have joined together to fight proposed government tariffs on newsprint that have been initiated by petitions filed by a single newsprint mill, NORPAC, an outlier in the industry that is owned by a New York hedge fund, with no additional pulp or paper operations in the United States or globally. Information about the STOPP Coalition can be found at www.stopnewsprinttariffs.org.

Please take the time to contact your representatives in Congress to ask for their support of the PRINT Act (S 2835) to protect local publications from unwarranted tariffs. Their contact information is available through the STOPP website, www.stopnewsprinttariffs.org.

Please support CPF's associate members!

A customer service commitment...
based on building long-term business relationships.



- Cost-effective web printing solutions
- Web Size Options from 22" to 34"
- On time delivery
- Fast Turnaround
- Full Color or Black and White
- Composition and Design Services

SUN COAST PRESS
Trusted Printing Performance
www.suncoastpress.com
200 Venice Ave. East, Venice Florida 34285 • 941.207.1400

It's not too early to plan Free Paper Month activities!

What are YOU going to do to celebrate Free Paper Month in July?

It's not too early to start planning activities that will both involve and inform your readers. While those of us in the Free Paper Industry recognize the valuable service free papers offer to our advertisers and readers, the only way to ensure that *they* recognize our value is to toot our own horn. See page 10 for some great ideas to start planning now.

Please use the Free Community Paper Month logo (shown at right) often on your mast head, folios, promotional ads, articles and as fillers throughout your paper leading up to and during the month of July. For original artwork and PDF's



of the artwork, visit <http://paperchain.org/free-papermonth.html> or the Members-only section of the Community Papers of Florida website. 📌

PaperChain: Free Community Paper Month



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

To do with your readers...

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

To do with your advertisers...

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

To do with your staff...

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

To do with your community...

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

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

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

To do in your paper...

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



The “News Guru” Speaks

Newspaper Dominoes Fall

— Kevin Slimp

So much to write about, so little space.

It's been a whirlwind of a week for me, beginning in Knoxville, Tennessee, where I caught a flight for a “quick trip” to Winnipeg, before heading home for a couple of days, then heading to Sioux Falls, South Dakota and Lincoln, Nebraska.

On Saturday night, as I prepared to make my journey home, my plans were waylaid by a blizzard which shut down the Minneapolis airport, transforming my two-day visit to Winnipeg to five days. With my return flight rescheduled for Wednesday, there was no time to make it home to Tennessee, then back to Sioux Falls, where I was scheduled to meet a client on Thursday morning.

This column is about my trip. Not the weather, although understanding how my schedule was altered plays an important role in understanding what happened during those 10 days.

At some point in the recent past, I realized I had spoken at 60 of the 63 press associations in North America over the past 20 years. With so many trips to so many places, it's only natural I would become friends with some of the folks I meet along the way.

What stood out to me during my 10-day journey has been the number of incredibly deep conversations I've had with publishers and government officials in the U.S. and Canada about the

importance of what we do at newspapers. They were not superficial conversations. As I visited the legislature of Manitoba (you have time for things like that when you can't leave a country), at the invitation of Greg Nesbitt, a former publisher and member of the legislature, I saw faces I recognized from the audience during their convention banquet on Saturday night.

Visiting with the leader of one of the political parties in Manitoba, we discussed the crucial importance of a free press, and even talked about some recent decisions made across Canada which could have disastrous consequences to a free press. He ripped off a piece of paper and gave me his email address and phone number. We plan to keep in touch.

When I eventually made it to Sioux Falls, I was greeted with an overnight storm which measured close to a foot of snow. While most of the city was tucked in their warm homes, I took off to visit newspaper friends in the Sioux Falls area. Once again, our conversations turned serious, sharing concerns about a shortage of newsprint, the effects of venture capitalists on our industry and other matters.

Throughout these discussions, I noticed a common thread. Not a single person seemed panicked about everything happening in our industry. The newsprint shortage is surely temporary. I even connected some friends in the U.S. with paper plants in Canada while I was there. The venture capitalists will eventually fire their last employees, sell their remaining buildings, and get out of the way.

Scenes like we saw in Denver, Chicago, Knoxville, and San Diego over the previous week seemed to energize everyone in the newspaper business, even folks who work at those papers.

In Winnipeg, I met Darrell, who has been starting papers in small towns in Winnipeg. I connected him with Joey, who has been doing the same thing in Kansas.

In Nebraska, I had a three-hour conversation with Rob Dump, one of my favorite community publishers, as we drove to Lincoln together for the Nebraska Press Association Convention. In Lincoln, the conversation continued as I met with Rob and his wife, Peggy Year, another of my favorite publishers, as we shared our concerns and dreams about our industry for more than three hours.

Here's what I learned during my 10-day trek to Manitoba, South Dakota, and Nebraska. In the 25 years I have been consulting with newspapers, I can't remember a time when there was so much interest in what is happening in our industry among publishers, and so many people who are determined to change course from the pessimism of the past few years to doing whatever it takes to steer our industry in a positive direction.

Like many of you, I believe there is no freedom without a free press. Like many of you, I've got my sights set on a future dedicated to protecting that freedom. Dominoes are falling. I, for one, can't wait to see where they land. 🌀



Postal Pieces

Postal Product People Attended the AFCP Conference

— Donna Hanbery

The entire USPS Product Team with responsibility for the type of mail products used by free paper publishers attended, and connected, with publishers and product show vendors at the annual AFCP Conference in Baltimore. As guests of AFCP and MACPA, with Donna Hanbery, executive director of the Saturation Mailers Coalition (SMC) as tour guide, the team got a “deep dive” into all things free paper.

Steve Mills, the product manager with responsibility for saturation mail, and the director of product management mail services, Elke Reuning-Elliott, made it a commitment and a priority to attend most of the conference sessions Thursday and Friday. Tom Foti, the executive director of product management and head of the USPS Product department, participated for much of the day on Thursday, making his stop at AFCP while en route to attend the Postal Forum in San Antonio.

Taking advantage of the trade show break-out sessions, Donna introduced the team to Tim Bingaman at CVC, and the industry education materials produced

by Paper Chain, to give a tutorial and oversight on the reach and readership of the free paper industry. While introducing the team at the Thursday awards luncheon, Donna credited Foti for his work in the past to help free papers send their mail with an unaddressed option, and applauded the Postal Services’ recent lifting of the breakpoint from 3.3 ounces to 4 ounces as a step in the direction of serving the needs of free papers.

Everyone that spoke to the postal team was impressed by their engagement and sincere willingness to listen and learn about the industry.

The breakout time was also a great opportunity to network and meet other publishers, including members of SMC’s Steering Committee and longtime users of the mail, Carol Toomey, Steve Harrison, and Dan Alexander.

Everyone that spoke to the postal team was impressed by their engagement and sincere willingness to listen and learn about the industry. On Thursday, Steve and Elke attended two TLI courses. They saw Elaine Buckley demonstrate how to sell the value of mail, including mailed free papers, by its ability to target, saturate, and in the case of free papers, provide a readership vehicle that connects consumers and advertisers.

The Friday morning SMC/Postal break-out session was well attended with many mail publishers, and publishers that are not currently mailing, coming with questions and in some cases concerns about their mailings.

Elke and Steve were engaged, open and candid with the group. On many issues, Elke and Steve explained that some decisions and dilemmas were matters that needed to be handled on a local Postal level. Several publishers lamented the lack of promotions for 2018. Steve explained that the Postal Service had five promotions cued up and ready to go, but the current lack of an acting, independent, Postal Board of Governors prevented the Postal Service from getting the official approvals needed to go forward with any special pricing programs. Even annual price adjustments like an annual rate increase could not be filed or handled at the present time. Steve explained that the Postal Service’s most recent price adjustment had been authorized and planned by an emergency Board Committee that was formed when the last Postal Board Members’ term ended over eighteen months ago!

Steve and Elke assured the group that the Postal Service appreciated the value of promotions to its customers, and the way that promotions allowed the USPS and mailers to explore integrated media and advertising solutions. Steve stated that the Postal Service already had promotions in line and under consideration for 2019.

Continued on page 14



Continued from page 13

One of the highlights of the SMC/Postal break-out session, and indeed the entire time that the Postal team spent at AFCP, were the many comments that were made by publishers and vendors about the high level of engagement and interest that the Postal Product team was paying to each mailer, vendor, and publisher they met. Business cards and contacts were freely exchanged. Steve was at work collecting copies of papers and taking down questions and concerns for future follow-up actions.

One suggestion that received a positive response from the team and break-out session attendees was the idea of holding a periodic conference call or occasional webinar for the Postal Product group or other postal representatives to interact more with publishers that were currently mailing or considering mailing. One sentiment that the team heard again and again was that many publishers would like to mail, or mail more, or go back to the mail, if the Postal Service

could just find a way to reward its best customers that are mailing a regular product such as a weekly paper, or bimonthly or monthly magazine, with a “better than retail” rate that recognized frequency as a value to the Postal Service. If the Postal Service could design a product or rate category for mailers/publishers that committed to a stated schedule, and a reliable time or window for mail entry (something that helps the Postal Service plan its labor force) and a higher weight allowance, the USPS could attract and keep a lot more publications.

Even publishers with their own home delivery carriers or working with private carrier companies were impressed by the curiosity and courtesies of the Postal participants. Steve and Elke were seeking information on private carrier options and the benefits that private carrier delivery could provide to publishers. Conference Award winner Karen Sawicz gave a tutorial about how her home delivery network helped her achieve a guaranteed weekend delivery and did

not result in higher distribution costs, when she had as many as twelve inserts in a paper. But even Karen admitted that she would be interested in trying to mail if the USPS could find that sweet spot that rewarded weekly publications with a guaranteed delivery date window and a reasonable fixed price that did not vary greatly with weight.

Before leaving, I had nothing but positive comments and encouragement from Tom, Steve and Elke about the meeting and the opportunity to meet and engage with free papers in the future. The consensus from the Postal Product team was that AFCP stands for “The Association of Friendly, Charming People”. After they left, I had nothing but positive feedback and follow-up from the publishers who had attended the SMC/USPS break-out session and other AFCP members. It is my hope that this Postal/Publisher get together is the beginning of a beautiful friendship, and that the new Saturation Mail Manager becomes many of our members’ “new best friend”. 📧

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Sales Training

An Alternative to Spec Ads

— John Foust

Gus is an advertiser who has dealt with ad representatives from a variety of media firms. “One thing that a lot of them have in common is that they like to present new ad ideas in the beginning,” he said. “It’s nice that they make the effort to create spec ads, but most of those ideas are way off target. When I point out the reasons why certain ads are not right for me, they seem to lose enthusiasm.

“On the other hand” he said, “one person really stood out from the crowd. Instead of focusing on a spec idea, he put a couple of my recent ads on the table and built his presentation around that. It was a good way to learn about my business and my advertising objectives. He wasn’t judgmental, and he didn’t have a know-it-all attitude. Instead of trying to talk me into buying an idea, he simply helped me see some things that could be done differently. Needless to say, I placed a lot of advertising in his paper.”

That is an interesting alternative, isn’t it? Instead of presenting spec ads which haven’t run yet, why not focus on ads which have already appeared? It can be an effective way to gain information. And as we all know, knowledge is power.

If you try this technique, here are some open-ended questions you can ask:

1. Who were you trying to reach in this ad? This can lead to a discussion about target audiences and buying styles. Does the ad focus on a specific audience, or does it try to appeal to everyone?
2. What was your main message? This question can help you understand the advertiser’s products and services – and the relevant features and benefits. Does the objective match the message?
3. What was the thought process in choosing this particular picture? Is it a stock photograph of a generic group of people? A cutaway diagram of a new product? A photo of the founder of the company? The answer can reveal where the advertiser turns for new ideas.
4. I notice this ad features a sale. What kind of results did you get? This opens the

door to a discussion about expectations. Along the way, you can ask how they decided to feature that particular deal. Was it based on market research or a hunch?

5. What kinds of special offers have you made in other ads? Sometimes the best way to develop a new strategy is to analyze old strategies. For example, have they relied on sales? Do they use coupons? Are the offers seasonal or year round?

6. How long you have run this particular campaign? This can reveal the advertiser’s willingness to explore change.

7. What kind of help did you have with this ad? This is a good way to hear about the advertiser’s influencers. You may learn that a different decision maker should be included in future meetings.

Yes, sometimes current ads can create better conversations – and more sales – than spec ads. 🗨️

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