



Florida Newspaper Managers and Salespeople *are cordially invited to attend the*  
**2015 Learning Series Webinars**



**Wednesday**  
**May 13, 2015**  
**9-10am**

**Jeff Deitz** VP Sales  
*The Kennedy Group*



**Wednesday**  
**May 27, 2015**  
**9-10am**

**Jim Hart** Partner  
*Integrated Advertising Solutions*

My first job out of college was at the Chicago Tribune in the press room. I moved to Virginia to take a position as Classified Manager at a small suburban paper there and moved to a larger paper in the Midwest in 1978 as Marketing Director. In 1983, Advo swept into the south and took 23 accounts away from newspapers. I was working for a newspaper rep firm, Landon Associates, and this event was the catalyst for creating newspaper networks to position individual papers against geographies larger than one market - eventually recapturing the business. In 1985 I applied the same principles to auto dealer associations whose ROP was non-existent at the time. In 1993 I started with McClatchy newspapers in Atlanta in the TNN division. With the departure of Kevin McClatchy to the Pittsburgh Pirates I was promoted to VP and moved to Sacramento. When I departed, we were selling and placing \$20 million in automotive. When McClatchy sold the division, I worked briefly for Vertis and retired in 2005. In 2006, the Kennedy Group approached me and that's where I have been since then. My first instinct from my McClatchy days was to capture data from the orders we received to identify the most productive accounts, their peak periods and the offers that drove the most revenue.

**Presentation Topics**

- The three basics of front page sales.
- The drivers – offers that produce results.
- The top 80 most productive categories.
- The companies with the highest propensity to buy.
- Presentation formatting for best results.

As the non-subscriber audience has grown over the past decade, a strong non-subscriber product has never been more critical. I help newspapers improve the revenue and profitability of these products. Over the past 33 years, I've helped well over 200 newspapers of all sizes in all areas of improving their non-subscriber products. I'm currently involved with my 28th launch of either a TMC or opt in program.

In 2012, I launched TMC GameChanger, a program that's already helped over 100 newspapers to quickly re-invent their TMC for High Volume, High Yield selling. In late 2013, I launched the online version of the program so I can cost effectively work with more newspapers of all sizes. It enables newspaper sales reps greatly increase revenue from Small to Medium sized Businesses.

**Dominate the SMB Market**

Many newspapers have been working to increase revenues from Small to Medium Businesses for the past few years now. Too few have seen these efforts add up to enough revenue to 'move the needle.' Pursuing a larger number of smaller accounts is a whole new ballgame that requires strategies very different from those we've relied on for decades.

In this sessions I'll share a 4-step process for doing a complete reset in how you pursue revenue in this arena. You will leave with a new perspective on what it's going to succeed, and how you can help the SMB's prosper as well.

**Register Now!**  
**ONLY 25 LINES AVAILABLE**  
 Deadline is the Wednesday before the seminar.

COMPLETE THIS FORM  
 AND MAIL OR FAX TO:  
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