



SCMA Newsletter

July/August 2005

Southern Circulation Managers' Association • www.scmaonline.net

2006 SCMA Conference

Chattanooga, TN ¥ April 30 - May 3, 2006

Around 500,000 visitors a year come to Rock City Gardens on Lookout Mountain near Chattanooga, Tenn., to enjoy its rock formation and the spectacular scenery.

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Message from the President

JEFF DeLOACH
SCMA President



Hello! I hope everyone enjoyed their summer and survived the low point in every circulators life - July. Well, it is back to school for the kids and for us it's back to budgeting, building NIE and reforecasting the rest of the year for the corporate office. Good luck, and remember our 2006 Annual Conference in Chattanooga when you are preparing next year's budget.

This traditionally is the time of year when we can "refocus" on what we are going to do next year to improve upon this year. Our attention primarily turns to the net paid number and a savvy attempt to justify the additional resources we need to obtain this net paid growth. In addition to these resources, we need to remind ourselves of another ingredient needed for our success and the success of individuals reporting to us - leadership.

Effective leadership is not only necessary for our individual success, but even more importantly, it is critical to the success of our subordinates. If our subordinates are not successful, we will not be successful. The topic of leadership is broad, so I am going to speak to only a narrow aspect of leadership - are you a leader or a manager?

True leaders allow others to manage the individual tasks required to reach our objective. Certainly a leader provides oversight and direction when necessary, but allows subordinates to progress with day-to-day tasks in their own style as long as the objective is being achieved. The leader creates a vision, convinces a team of subordinates of the vision and then provides the motivational fuel for team members to make individual accomplishments along the way toward fulfilling that vision. To be a successful leader, it is critical that you allow team members to "achieve" individual accomplishments that they can take ownership of. In this process we have to recognize that each person on the team will

approach a situation differently. It is important that team members be allowed to pursue the accomplishment of a task in different ways. This is what makes a successful team - otherwise you have the scenario of trying to put a square peg in a round hole.

Another quality aspect of a true leader is being a good listener. Effective leaders are good listeners when receiving good news as well as bad news. In fact, how a leader reacts to bad news is much more important than how they react to good news. As a leader, I challenge you to look in the mirror and if the reflection of receiving good news is a good reaction and the reflection of receiving bad news is a bad reaction, then you need to stand in front of the mirror longer. We all are guilty of giving a bad reaction to bad news. A good leader listens through bad news and a first statement may be something like "so what do you think we should do to correct the issue". This allows the team member to present you - in a comfortable setting - their analysis of the condition, recommendation for resolving the condition, and what policies could be changed to keep the condition from reoccurring. Wow! Just think what you can learn about your team member's abilities by receiving bad news pleasantly and listening to "their" recommended solutions. It's just that easy, but it takes true leadership to accomplish it.

In the coming weeks and months I will challenge myself to be a more "effective" leader and I challenge each of you to do the same. Nothing is more important to your individual success, and the success of your subordinates, than being an effective leader.

2005 Circulation Idea Services Best Ideas Competition

Circulation Idea Service announces winners in its 2005 Circulation Best Ideas Competition.

"It was a pleasure to review this year's entries and see the variety of ideas and programs that are being used by the participating newspapers. We congratulate this year's winners and applaud all those who entered," said Roger Scalzo, Editor and Publisher of Circulation Idea Service.

The winners' entries will be featured in an upcoming issue of Circulation Idea Service.

For more information please contact RCAnderson Associates Inc. at (585) 248-5385 or email randers165@aol.com or visit our Website: www.rcanderson.com.

NEWSPAPERS WITH CIRCULATION UNDER 40,000:

Subscription Acquisition

WINNER: The Record Herald, Waynesboro, Pennsylvania
(Michael L. Straley, Circulation Director)

HONORABLE MENTION: The Berkshire Eagle, Pittsfield, Massachusetts
(Keith Rahilly, Circulation Manager)

Retention Marketing

WINNER: The Record Herald, Waynesboro, Pennsylvania
(Michael L. Straley, Circulation Director)

Single Copy Sales

No determination made in this category.

Customer Service

WINNER: The Herald Bulletin, Anderson, Indiana
(Barbie Butler, Circulation Director and Susan Brooks, Single Copy Manager)

Carrier Recruitment and Retention

No determination made in this category.

NEWSPAPERS WITH CIRCULATION 40,000 and over:

Subscription Acquisition

WINNER: The Sacramento Bee, Sacramento, California
(Maria Ravera, Home Delivery Sales Manager)

Retention Marketing

WINNER: The State, Columbia, South Carolina
(Kevin Shields, Circulation Sales Manager)

Single Copy Sales

No determination made in this category.

Customer Service

No determination made in this category.

Carrier Recruitment and Retention

WINNER: The Times of Trenton, Trenton, New Jersey
(Dale P. O'Brien, Retail Marketing Manager)

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STEVEN LEARN

SCMA Newsletter

Published by

Southern Circulation Managers' Association

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NAA Update

DAVID ELDER
Orlando Sentinel



Hard to believe that summer is almost over. While summer may be a time for vacations, it has been a busy time at NAA. I want to let you know about work completed and what is coming up in the next few months.

Since November of last year, I have been fortunate to lead a committee focused on circulation call centers. Our mission was twofold, to create an online reference manual for call centers and to coordinate the programming for the Call Center conference that took place in Chicago in July. The first task was completed recently with the publishing of the call center manual. The manual can be accessed at: <http://www.naa.org/contactcenter/circulation.html>. The manual offers guidance on a variety of topics and since it is online, has the ability to be updated with new information and changes as they occur. The site is still a work in progress, so check back often for updates. For the first time, The NAA Call Center Conference was split into circulation and advertising tracks. Judging by the attendance and feedback, the conference was a success. Topics covered included the next generation of call centers, retention, providing great service, an update on regulations, the popular buzz sessions and round tables, as well as an interesting presentation on the Canadian perspective and how newspapers there are approaching acquisition as they go through similar DNC legislation. Dean Lytle from the Winnipeg Free Press presented a scoring model by zip code they use to determine their call rotation. By looking at disconnects, number of people on the DNC, closing rates, number of non and former subscribers, and churn, they can determine where they will get the best response. I hope to be able to share more information on this and other presentations in the future.

The future item I wanted to discuss is NAA's Carrier of the Year awards. To quote from the NAA website: This annual competition rewards newspaper carriers for outstanding achievement at the local, regional and national levels. Three age groups are recognized: youth (up to age 18), adult (age 19-54) and senior (age 55 and older). All newspaper carriers with at least one year of service are encouraged to enter. Carriers will be judged based on a number of criteria, including route management, personal/scholastic/community service and letters of recommendation. Entrants, who must be employed by an NAA member newspaper, submit an entry form, including a letter of recommendation from their supervisor. Entrants are judged on this form, which includes questions relating to route management and scholastic achievement/community service, as well as miscellaneous other personal information such as other awards and recognition received. One finalist in each age group at each newspaper is chosen to be forwarded to the appropriate sectional organization, which in turn selects and forwards a finalist in each category to NAA for final judging by a panel of industry leaders. A brochure should be arriving soon that has all of the information. A copy of the brochure will also be posted on NAA's website at: <http://www.naa.org/feds/circulation/carriers.html>. As of the writing of this letter, last year's information was still posted at this link. If you go to the website, please make sure that you are downloading the correct form. We will also post the link on our website, <http://www.scmaonline.net>. All award winners will receive two nights hotel in Orlando (for two), airfare for two people, and conference registration to the 2006 Marketing Conference. The award winners will also be recognized at the Circulation Federation reception. You may recall that the winner of the adult carrier last year came out of our sectional. Tentative deadline is to have carriers submit applications to district managers by September 23 and then submitted to SCMA by October 7. Since I am representing SCMA on this committee, all nominations will be mailed to me. My mailing information will be included in the brochure.

I would once again like to express my appreciation for allowing SCMA to be their representative to NAA. As my term will expire at the end of 2006, we will need to be appointing a new representative at next year's conference. I would encourage anyone to seek this role in the future. Feel free to contact me at 407-420-5149 if you have questions about the responsibilities of the position.

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SCMA Single Copy Seminar In Jacksonville, Florida

MARSHALL ANDREWS
SCMA Professional Development Chairperson



Andrew Gentry welcomes the group

Andrew Gentry and his staff at the Florida Times-Union hosted the SCMA single copy seminar August 17th – August 19th at the Hampton Inn Central in Jacksonville, Florida. The seminar kicked off Wednesday evening with a reception sponsored by the Florida Times-Union. A total of 37 people (including speakers) attended the seminar. Attendees included representatives from newspapers in Florida, Georgia, Tennessee, Alabama and Louisiana and Dan Jenson who came all the way from The Daily Journal in Bourbonnais, Illinois.

The theme of the seminar was "Single Copy That Grows Circulation" with presentations by the following speakers:

- John Murray, VP Circulation Marketing for the Newspaper Association of America
- Larry Saffer, Circulation Manager at the Daytona Beach News-Journal
- Jeff Walsh, Publisher Relations - Field Auditing for ABC
- Ricky Sanders, Assistant Single Copy Manager at the Mobile Register
- Dennis Dunn, Circulation Director at the Anniston Star
- Andrew Gentry, Director of Marketing & Circulation at the Florida Times-Union

Topics included: The Pursuit of the Occasional Reader, Single Copy Promotions & Retail Outlet Partnerships, ABC Rules Update on Single Copy and Third Party Promotions, Running a Successful Hawking Program and a panel discussion on maximizing Single Copy/Third Party sales at various sporting events.

The 3 coffee breaks for the 1 day sessions were sponsored by Rak Systems, Inc., G&V Campbell Inc. and The Keenan Group.



John Murray from NAA talks about the pursuit of the occasional reader



Larry Saffer getting feedback from the group.



Ricky Sanders making a point about Mobile's street sales.



Dennis Dunn talks about selling at sporting events

Legally Speaking

MARK HUNT
Law Offices of King & Ballow



Over the years, newspaper publishers have been faced with governmental challenges to their right to distribute newspapers. Among those challenges are laws that limit, or even prohibit, the presence or appearance of newsracks on city streets. A federal court in Massachusetts recently held that one such law is consistent with the First Amendment.

In 2001, Boston's Back Bay Architectural Commission passed a guideline that barred most "street furniture," including newsracks, from the Back Bay residential area of Boston. The guidelines made exceptions for mailboxes, fire hydrants, and the like, but required even those structures to be "in keeping with the architectural character of the district."

Three Boston-area newspaper publishers challenged the guideline as unconstitutional under the First Amendment. The publishers' newspapers were distributed through newsracks, newsboxes, and home delivery. All three publishers distributed newspapers through newsracks in the Back Bay residential area.

In considering the publishers' challenge, the court used "intermediate scrutiny" to decide the constitutionality of the guideline. That is, because the guideline affected the traditional public forum of a city sidewalk and was content-neutral, it would need to be "narrowly tailored to serve a significant governmental interest, and allow for reasonable alternative channels of communication" in order to satisfy the First Amendment.

The court decided that the guideline was consistent with the First Amendment. A federal court of appeals had previously ruled that a similar Boston-area guideline was constitutional in the 1990s, and the court wrote that the previous case was a strong precedent for its decision in this case.

The publishers claimed that this case was different because the Commission did not examine alternatives to the guideline that might have accomplished the Commission's aesthetic goals equally well, and because alternative means of distribution, such as street vendors, were prohibitively expensive for the publishers. The court dismissed the publishers' concerns, emphasizing that the publishers had not shown any evidence of increased distribution costs associated with using street vendors or other alternatives to distributing through newsracks.

When publishers encounter similar laws or guidelines that affect the placement or appearance of newsracks, they should be aware of the possibilities - and the limitations -- of First Amendment challenges in this area.

Mark Hunt is an attorney with the law firm of King & Ballow in Nashville, Tennessee, which serves as General Counsel to SCMA. Mark can be reached at (615) 726-5497 or mhunt@kingballow.com. The foregoing column is descriptive in nature and is not intended to provide legal advice as to particular situations.

Keep SCMA In Your Budget: Justify Expense

STEVE LEARN
Florence Times Daily
Circulation Director



Has anyone been asked to cut expenses next year? If not I would guess that you just have not started the budgeting process yet. Budgets everywhere are going to be tighter than ever. I am at a small newspaper and we really have to watch our money to make budget and all travel is really scrutinized.

This year I was ready... When we got to the travel part of my budget I whipped out a list of ideas that I got at this years SCMA meeting. It included the results from the ideas I implemented.

One idea I picked up during a break was so exciting I called my office and got the ball rolling from the conference. The idea was to add a small incentive to get the customer to pay when the sale is first made on a telemarketing call.

We have gone from 4% collections on the night of the sale to 18%.

All of us at small newspapers (and maybe larger newspapers) must justify the expense year after year for SCMA. When my Publisher saw my list and our results we quickly moved on to the next area. I was able to show him and our controller the VALUE of SCMA.

If you have not yet made that it that far into the budgeting process I suggest you put together a cost justification that you can spring on your Publisher.



Pictured from left to right are Michael Mongo of the St. Petersburg Times, St. Petersburg, FL., Margie Nevlund, Instructor and Chris Stliuka, Customer Service Manager. Michael attended the Mechanism Seminar offered by Kaspar Sho-Rack at the 500,000 square foot facility in Shiner, Texas.



Pictured from left to right are John Gray and Paul Sonnier of the Daily Advertiser, Lafayette, LA., Margie Nevlund, Instructor and David Kaspar, President. John and Paul also attended the Mechanism Seminar in Shiner, Texas.

Kaspar Sho-Rack invites those interested in attending a seminar to contact their Sales and Marketing Consultant.

Member In The News



◀ **John Aramini** is a new SCMA member and the owner of Aramini Management, a consulting company that provides hands-on newspaper industry-focused solutions to senior management in sales and marketing, organizational development and performance improvement. Services are designed to boost productivity and improve bottom line performance.

John Aramini has twenty years of diverse sales and marketing experience involving the direct management of critical functional areas including classified telesales, customer acquisition, customer service, creative services, single copy sales, home delivery, customer retention, circulation information systems and training.

John Aramini can be reached at 201-848-9033 or by email at: jwaramini@optonline.net



◀ **Debbie Irwin** has been promoted to vice president of circulation at the Orlando Sentinel. Debbie has been with the company since 1988 and in her current position since July 2004. In her new position, she now has oversight of all circulation activities, including circulation marketing, customer service and distribution.

Prior to assuming the Circulation Manager position, Debbie was general manager of the company's Lake County Regional Production Center that closed in 2004. Earlier in her career at Orlando Sentinel Communications, Debbie served as administrative services manager, primary market area manager and consumer distribution manager, all circulation-focused positions. Debbie started her newspaper career in the circulation department of The Daily Oklahoman in Oklahoma City in 1973.



◀ **Tom Janning** is the new Circulation Director at the Sarasota Herald Tribune. Tom started his circulation career in 1975 selling subscriptions for the Daytona Newspapers, both door to door and telemarketing. He has held numerous positions with several newspapers since 1978, most recently as Assistant Circulation Director Sarasota Herald Tribune .2004-2005. Tom has been married for 27 years and has 1 son.

Pete Barend, Montgomery's Single Copy Manager since July 2003, has been promoted within the Gannett organization to the Circulation Director position in Mansfield, OH responsible also for circulation in Marion, OH and Bucyrus, OH.

Don E. Lovelace Jr. has been named circulation director at the Citizen Tribune in Morristown, Tenn. In addition to the circulation responsibilities at the daily newspaper, Lovelace will oversee all circulation efforts for Lakeway Publishers Inc., the Citizen Tribune's parent company. Lovelace moves from The Augusta (Ga.) Chronicle where he held various positions including state circulation manager, single copy manager and home delivery manager.

Stephanie Rosenquist is the new circulation manager for the Henry Daily Herald in McDonough. This is a new position, created to help take advantage of the surging growth in that county. Stephanie will work in tandem with Leonard Crane, the CD in Jonesboro. Her experience is varied; she worked at the Home Depot home office for a number of years, and, more recently, has done some sales and marketing work for a local real estate firm.

Jeff Schrimsher is the new CD for the Athens News-Courier in Athens, AL, effective August 8th, replacing Bill Blackburn, who retired in July. Jeff is new to the newspaper industry, but has lived in the Athens area all his life and has a strong network in place, which should help him greatly with, among other things, establishing a stronger OTC presence for single copy.



Don Cunningham was found in Scotland and drug out of retirement after the Citizen Tribune's last CD left. He has been holding down the fort here in Morristown while still getting 18 holes in occasionally. Don will be retiring AGAIN August 31, 2005. He will however, still be involved here working shows for the Civil War Courier, a monthly periodical owned by the Citizen Tribunes parent company Lakeway Publishers Inc.

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