



SCMA Newsletter

July/August 2009

Southern Circulation Managers' Association • www.scmaonline.net

2009 SCMA Conference

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Message from the President

GEORGE MARKEVICZ
SCMA President



As you know, on a few occasions I've talked about changes at our newspaper. Just to keep you updated, we now have a new publisher, Ricky Mathews. Ricky comes from Biloxi, Mississippi. I have spoken with him and he's agreed to speak at our April conference in Mobile. Our Advertising Director, Larry Wooley has also retired and the new VP of Advertising is Vicki Barrett.

We will begin this year's conference at noon on Sunday, April 18, 2010 and complete our program at noon on Tuesday, April 20th. This will allow some members to save on lodging and keep travel expenses to a minimum. One of the speakers we've secured is Max Heath. Max will speak about Postal Regulations. Max is to community newspapers what Joe Salmone was to ABC newspaper and very knowledgeable in his field. The SCMA 1st Vice President, Jim Boyd, has been working hard to present a strong program for 2010. Listed below you'll

find a sneak peak at some of the topics planned for our conference program. This program is packed with information that should encourage

every Publisher to send their Circulation Managers.

Next month we plan to insert into the newsletter a brochure that will highlight the 2010 conference schedule. Special thanks to Aaron Armond and Debra Casciano, Aaron for his hard work on his brochure and Debra for the print job.

Last but certainly not least...mark your calendars...make budget plans to join us in Mobile for the 81st annual conference. Do you want to "Adapt-Overcome-Drive Results" in your Circulation future? Join us in April!

2010 Conference Adapt-Overcome-Drive Results

Day 1 - So you want to Grow Your

Audience... It's still about the customer; Are we all to become platform agnostics?; Measuring what we manage.

Day 2 - So you want to Make Money...

Getting by with little help from our friends; What's on the menu?; Guaranteed!

Day 3 - So you want to Be Connected...

Where's the epicenter; The greater good is still our franchise; Saving the best for last.

NAA Update

DOUG DAVIS
NAA/ABC Chairperson



NAA reported that distribution partnerships are now becoming a standard industry practice. Daytona is a good example of this trend since we now deliver nine different publications. This isn't an easy process and you have to go through the route integration process. If you have the older Collier Jackson core circulation system like we do, its even more challenging. Our distribution so far has been limited to publications which fall within our early morning delivery footprint, both home delivery and single copy. This seems to make the most sense to me, however are continually looking for other distribution revenue sources.

NAA's Facts Figures and Logic publication reported that only 4% of newspapers are delivering phone books and 14% deliver magazines. We do not currently have the management resources to deliver out of morning footprint window. However we are always looking. Convenience stores have an array of other publications we are not delivering. I understand somenewspaper have made an in-road into this market. Jim Boyd did a good presentation on this topic. Hearing what other papers are doing to secure creative distribution revenue sources would make another interesting SCMA presentation.

NAA announced that advertisers are asking newspapers to begin posting fourth quarter holiday bonus days and or special editions on the ABC Preprint Projection Center. We are using the center and there is no fee associated with using this service.

USA Today launched a new e-edition. An exact replica of the USA today print edition. They are also offering a Saturday and Sunday e-edition complimentary to their paid print readers. Its called USA Today Extra. The rate is \$99 a year for non print subscribers.

Finally NAA reported that 38% of new subscriptions sales for last year were paid by credit card and bank draft. Another one third were sold with some form of advance payment and only 28% were billed starts. The average retention after one year for those who are monthly auto renew was 63%. Higher than any other payment type. Some newspapers pay a higher sales commission for bank drafts and a lower commission for credit cards due to the volume of credit card declines.

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ABC Update

DOUG DAVIS
NAA/ABC Chairperson



Greetings from Daytona. As you may know by now we have a new ABC representative. Jennifer Havens was transferred to the position of Marketing Manager. Our new rep is Robert Rekuc. His contact info is 847-879-8379 and bob.rekuc@accessabc.com. Jennifer did a great job as our ABC Liaison. We wish her the best.

The ABC board gave its initial approval to launch a new auditing service for community newspapers with a circulation up to 25,000. If given final passage, this will be a flat annual fee beginning at \$2,000. ABC also plans to freeze their auditing rate for 2010. This will be the third consecutive year.

Just a reminder that ABC rescinded its first passage of a rule that would allow newspaper whose circulation falls between 50,000 and 75,000 the option to be audited every other year. Apparently the media buyers felt that the 50,000 to 75,000 circulation group needed to be audited annually.

From what I can tell, the paid at any price did not make a big splash in the water. Very few newspapers reduced their rates down to one cent due to the emphasis on revenue. Although I did read about some newspapers who are getting creative and taking a targeted approach. For example the Baltimore Sun is offering previous subscribers who canceled their subscription and have a remaining balance to use this balance instead of receiving a refund. The offer is they can receive the weekend edition for up to one year. The CPO, not counting the discount, was less than \$10. The Detroit Free Press did a four week promotion with Caribou "buy a drink with a bakery item and get the newspaper for one cent". I like Baltimore Sun's approach of using the refund money. They experienced a 20% response rate and apparently the Detroit Free press moved some papers with their one cent promotion. The Free Press said that six weeks after the promotion ended they sales were still up 35%-40%. Plus Caribou paid their standard wholesale rate in exchange for in paper ad's and radio spots.

Actually you can really get creative with your e-edition rates due to the fact that there is no distribution or print cost. Possibly a good topic for our next convention is a presentation about ways to use the paid at any price rule in a way that can build readership with out affecting revenue.

Effective September 2009, you no longer have to report premiums or the sales associated with premiums. This rule change was originally slated for October 2010 and was moved back. Another reminder, if your third party sales does not exceed four percent or more of your total paid circulation, you are no longer required to file for a fourteen day advance notification.

Finally, if your newspaper is using the IVS audit and your proficiency rating is 98% or better, the shelf life of the audit will be extended from two to three years.

SCMA Carrier of the Year

BARRY PEARCY
SCMA Carrier of the Year Chairperson



National Newspaper Carrier Day was October 10th. The perfect opportunity to express your Newspapers thanks and recognize them for the Great Job they do everyday.

Now you can make it even better by submitting your Newspapers nominee for SCMA Carrier of the Year. There are three age groups for nomination youth (up to age 18), adult (age 19-54), and senior (age 55 and older). Carriers will be judged based on a number of criteria, including route management, letters of recommendation, and personal/scholastic/community service. Also other miscellaneous information such as other rewards and recognition received.

One finalist in each age group can be chosen at your newspaper and forwarded to SCMA. And if your carrier is the SCMA winner they will proceed to the National level NAA for final judging by a panel of industry leaders. You can get more information and entry form at the NAA website at: <http://www.naa.org/feds/circulation/carriers.html> . When

completed, please send me your nominations (my contact information is on the application).

The link is also posted at the SCMA website, <http://www.scmaonline.net>. The SCMA award winners receive a trip to the 2010 SCMA Conference in Mobile that includes, transportation, two nights at The Riverview Renaissance Hotel (for two), and conference registration. The award winners will also be recognized at the conference and in Industry Publications.

Deadlines are to have applications to me by November 30th (Judging will be done on December 1st). Since I am representing SCMA, all nominations should be mailed to me at: Chattanooga Times Free Press, Atten: Barry Pearcy. Circulation Manager, 400 E. Eleventh St., Chattanooga TN 37403. Or contact me at: 423-757-6581 or <http://www.bpearcy@timesfreepress.com/>.



Pictured from left to right are Chris Papagni of the Palm Beach Post, West Palm Beach, FL., Louise Kolos, Instructor and David Vana, Customer Service Representative. Chris attended the Mechanism Seminar offered by Kaspar Sho-Rack at the 500,000 square foot facility in Shiner, Texas.

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



SCMA would like to congratulate LMCIS: Celebrating 50 Years In Publication



This publication started out in 1959 as a guide for newspaper circulation professionals. It has evolved through the years but continues as the country's leading information and circulation idea source. Our subscribers include most major newspapers groups and includes newspapers all over the world.

This year, we celebrate our 50th anniversary, in a year that has seen more changes in our industry than in any of the last 50 years.

Thankfully we have a top notch team of circulation professionals writing informative articles, doing legal research, submitting hot ideas, revenue gaining ideas, and numerous other helpful resource, that we present to our readers each month. We guarantee you will find more than one helpful idea in each edition.

Below: An ad in a buyers guide from 1967 shows the original owner of our publication, Jim Lynch.

Christie Learn

Publisher
LEARNing More
clearn2007@yahoo.com



Bob Bobber, circulation trainer and LMCIS columnist from Florida. "Congratulations Christie! LMCIS has stood the test the time and evolved with the newspaper industry and in particular circulation. When Ron owned the publication, there were more evening papers than morning and youth carriers were the norm. There were no computers, and no calculators. PIA was a service used by few and women in circulation was rare. My, how things have changed. I am sure you will continue the tradition as we experience more evolution and change."



Doug Davis, Corporate Director of Circulation and Human Resources Daytona Beach News Journal. "Circulation executives are always looking for a resource which provides new ideas, a twist on what we have already done and a medium that lets you see what's happening in the industry. The Circulation Idea Service publication is one of the sources I consistently turn to. Steve and Christie Learn have taken this publication to new heights and this should be a must read for all Circulation professionals."



Joe Forsee, Hall of Fame Circulation Professional. "Congratulations on 50 years of service to the newspaper industry and especially to the circulation profession. I know circulation people have benefited from this excellent publication. How about at least 50 more years?"



MAX HEATH, NNA Postal Chair, is a postal consultant for Publishing Group of America and Landmark Community Newspapers, LLC. I started with Ron Anderson many years ago as a columnist after working with him on behalf of a number of papers in the group I am retired from. I wrote mostly on growth issues, but occasionally postal. While I write more now on postal, where I still am active as a consultant, I hope to blend other topics as I have occasion to do so. LMCIS is a valuable publication when used to advance knowledge from the many skilled columnists. I have profited both from reading it and meeting and helping circulation pros around the country.



In the March Legally Speaking column, we wrote about the Employee Free Choice Act (EFCA) which is often referred to as “card check.” The proposed EFCA changes the National Labor Relations Act in a number of ways, but the card check component generally garners the most attention. If the EFCA passes, the card check aspect of the legislation would afford employers little opportunity to provide to their employees the facts, law and the employer’s opinion on unionization. This is because once the union receives union authorization cards from a majority of an employer’s employees, there will not be a secret ballot election or campaign, where the employees would hear from both the employer and the union; rather, the union would present the cards to the National Labor Relations Board, which would certify the union as the employees’ bargaining representative based upon the cards. This column provides an update on the status of this important legislation.

At the beginning of 2009, many pundits felt the EFCA would be one of the first pieces of substantive legislation passed in the Obama Administration. Then, a number of moderate Democratic Senators, plus Senator Arlen Specter (R/D- Pennsylvania), announced they would not support the EFCA if it included the card check provision. So, Senator Tom Harkin (D-Iowa) began meeting with a group of Senators, including Specter, to determine how the EFCA could be altered to gain the moderate Democrats’ support and continue to appease the labor unions.

In August, the EFCA appeared to be dead for 2009 when Senate Democratic Majority Leader Harry Reid (D-Nevada) stated that the Senate would not get around to voting on the EFCA until 2010. However, Senators Harkin and Specter, the most closely-watched senators on the EFCA, have recently declared that the EFCA will pass this year. As you may recall, Senator Specter, as a Republican, caused a great stir when he withdrew his support for card check legislation. Shortly thereafter, Senator Specter switched parties to become a Democrat, though he said this would not change his stance on card check legislation.

Senator Specter recently outlined his vision of a compromise EFCA bill. It does not include card check, which most pundits agree would kill any chance of passage in the Senate. (The AFL-CIO seems to be the only one who still believes it will be in a final bill.) Instead, elections conducted by the NLRB will be held more promptly than the current 5 to 6 weeks after an election petition is filed. As to how quickly, Senator Specter would not say but the period discussed most recently is 5 to 21 days after a union files an election petition. It is doubtful the period would be as little as 5 days, as it is hard to imagine the NLRB being able to administratively handle a five-day turnaround from petition to election. Some knowledgeable individuals believe 15 days is more likely.

As for the binding mandatory arbitration provision, Senator Specter said the compromise would still include that provision but would define the parameters of an arbitrator’s authority. The original EFCA legislation is silent as to the specifics of the arbitration but provides that an arbitrator

decides the employees’ wages, hours, benefits and working conditions if the employer and the union do not reach an agreement. Senator Specter said the arbitration should be “baseball style” or “last best offer” whereby the arbitrator must choose either the employer’s last best offer or the union’s. The arbitrator would not be free to “split the baby” or devise his or her own wages, hours, benefits and working conditions for a two-year agreement. Unfortunately, with this power, an arbitrator could still choose the union’s offer and place tremendous withdrawal liability on the employer, if the employer ever withdrew from a union’s pension fund.

The backpay provision of the EFCA has not changed from its original form – triple backpay to employees unlawfully discharged during a union election campaign or before an initial contract is reached. It is likely any legislation in this area will include this provision.

There is no word whether this compromise bill will give the union access to the employer’s facility to speak to the employees. Since 1935, an employer has been able to exclude union organizers from its facility and hopefully Congress will not attempt to alter this sound principle of law.

Stay tuned to this column for further developments on the EFCA.

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.

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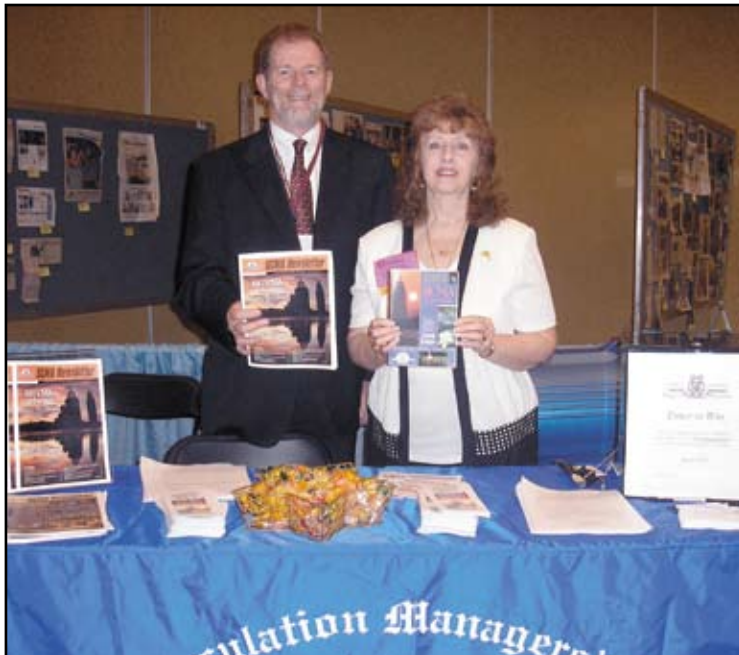
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SCMA Attends NNA Conference in Mobile

On September 24 & 25 members of the SCMA Board attended the National Newspaper Association's 123rd annual conference in Mobile, Alabama. SCMA is looking to build a stronger relationship with the community newspapers and offer speakers during our conference that would greatly appeal to the small dailies. "This was a great opportunity to meet with some of them", stated George Markevicz, SCMA President. "Let's face it, we do the same job and can certainly learn from each other." During the two days in Mobile we distributed information that pointed out the values of SCMA and information about our upcoming conference in Mobile. In addition, we distributed a flyer that spoke about our conference program and some of the key topics being considered by Jim Boyd, SCMA 1st Vice President.

Representing SCMA during this conference was SCMA President George Markevicz, 2nd Vice President Troy Niday, Past President Dennis Dunn, Vendor Liaison Richard Kitmann & Secretary Debra Casciano. We feel this was successful and look forward to continue to develop a stronger relationship with industry professionals. The newspaper business is changing and we need to look towards the future and help each other with specific challenges.



Dennis Dunn and Debra Casciano in the SCMA booth at the NNA Conference

Promotional Ideas from SCMA Members

Hello to all, we're always looking for ideas that have worked at other newspapers; these ideas often generate new revenue, increase circulation sales or improve relationships in our communities. Below you will find a few "Hot Ideas" of the past to perhaps consider at your newspaper. By attending the SCMA Conference where these ideas were first presented it's a fact...the value received by attending SCMA, by far, outweighs the expenses of attending. Make sure you budget for the April 2010 conference in Mobile!

The Huntsville Times presented "Thanksgiving Day Single Copy Sales Pricing"

Huntsville changed the price of the 2005 Thanksgiving Day paper to the price of their Sunday paper, which at the time was \$1.25. Their regular daily price was .50 cents. This increase generated \$6,000.00 in additional revenue over their last year's Thanksgiving Day sales. Their contractors and OTC dealers welcomed the increase because they received the higher Sunday profit margin. They actually sold more newspapers at the 2005 Sunday price than the 2004 daily price. They believe it was because the perceived value of the "large holiday edition" is equivalent to their large Sunday product. They did not announce this change prior to Thanksgiving Day. The price of the paper was displayed in a slightly larger font in the upper right corner of the front page. A hot pink rack strip was used for the rack and inside store sales locations. The bar code was changed also. Their OTC outlets were given notice approximately one week in advance. They

recommended the contractors not receive the signage until Thanksgiving Day, or the day before, at the earliest for their OTC outlets. They received only 2 calls through the customer service desk about the price. It's recommended to send those who complain, a complimentary Sunday paper coupon to one of the major convenience store chains. This change was very easy to accomplish, with minimal costs. For more information contact Frank Maier at frank.maier@htimes.com

The News-Star presented "Baby of the Year NIE Promotion"

During the 2005 conference Michael Radoff Circulation Director at the time in Monroe, LA had several people interested in their successful Baby of the Year NIE promotion. They promoted the project within paper ads, rack cards throughout the community and signs to get contestants. As the contestants were received they put them online and in the paper for the community to view. Once they closed the entrance into the promotion they began the voting process at \$0.25 cents per vote. \$56,000 came in from the votes throughout the community. In addition, a calendar was developed to promote all babies in the contest and feature the top winners. Another \$7,000 in revenue was received from calendar purchases. Half of the voting occurred online and the remainder through mail or office traffic. They had more than 608 babies participate in their promotion and feel it was a smashing success! For additional information contact The News-Star at (318) 322-5161.

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