

March - April 2011

# SCMA Newsletter

Southern Circulation Managers' Association // // // // // scmaonline.net



Mobile - RSA Tower - Downtown

2011 SCMA  
Annual Summit  
April 17-19, 2011  
Mobile, Alabama  
THE RIVERVIEW  
A Renaissance Hotel

## Message from the President



**JIM BOYD**  
SCMA President

Three sound bytes you need to hear and heed when you're thinking about supporting SCMA and attending April's conference ...

Number one: It's about community. If you're active within a community of professionals, you're sure to learn things you absolutely would not have otherwise. What's more, you'll have support and connectedness that you won't find anywhere else.

Number two: The return is a certainty. It's a well-worn cliché - - that just happens to unequivocally be true. Payback on your conference attendance investment always occurs, and usually, many-fold. If every business investment you made had such a return, well, you wouldn't be concerned about the cost of attendance in the first place.

Number three: It's not just about you. You've likely received benefit in your career of having mentors invest in you, of having exposure to industry organization-supplied job aids, of having others' experience and wisdom shared with you. I certainly have. You, and I, should pay it forward.

On April 17-19, at the Riverview Hotel in Mobile, Alabama, members of the Southern Circulation Manager's Association will gather. Hopefully, you will be among those present. The above-noted and so-called sound bytes, only three in number, say it all. It's good for you. It's good for your business. It's good for others.

See you there.

**It's about  
community.  
It's good for  
you. It's good  
for your  
business.  
It's good for  
others...  
SCMA**

## THE CONFERENCE

### Reconnect – Reinvent – Revitalize – Reengage

Southern Circulation Managers' Association  
Annual Summit

Sunday, April 17, 2011 – Tuesday, April 19, 2011

#### Saturday, April 16, 2011

10:00 a.m. to 5:00 p.m. Vendor set-up

3:00 p.m. to 5:00 p.m. Executive Board Meeting  
*Riverboat Room*

#### Sunday, April 17, 2011

8:30 a.m. to 11:30 p.m. Board Meeting  
*Grandbay Ballroom*

10:00 a.m. Registration opens  
*Bon Secour Foyer*

1:00 p.m. to 1:15 p.m. Introduction of program / Welcome to Mobile!

#### The Quality Conversation: Sustaining a World Class Customer Contact Culture

**Bob Davis**  
President, Robert C. Davis and Associates

1:15 p.m. to 2:15 p.m. Bob operates a consulting firm that specializes in improving sales, customer service and retention results in customer contact centers in the newspaper, cable, internet service provider and other industries. His is also partner in Surpass, a highly specialized outsourced call center.  
*Bon Secour 1*

Bob will share insights on how to change your customer contact culture, achieve dramatically improved results and sustain world class performance.

2:15 p.m. to 3:00 **BREAK** – Please visit our business partners.  
*Bon Secour Foyer* Sponsored by: Athlon Sports and Circulation Development Inc.

#### Sunday, April 17, 2011 –cont'd

#### Embracing the Single Copy Challenge

**Steve Edwards**  
Director of Single Copy Sales – Atlanta Journal Constitution

**Frank Maier**  
Vice President, Operations – The Huntsville Times

**Gary Raskett**  
Vice President, Circulation – Press Register (Mobile, AL)

3:00 p.m. to 4:15 **Aaron Armand**  
*Bon Secour 1* Circulation Systems Manager – The Advocate (Baton Rouge, LA)

Newspapers sold individually at retail outlets and vending machines continue to slowly but steadily decline at most daily newspapers in North America. Declining Sunday single copy sales must be abated. Continuing status quo distribution and marketing processes will only continue to contribute to the decline.

This session will focus on efforts aimed at stabilizing this category of our business.

4:15 p.m. to 5:45 p.m. **BREAK** – Please visit our business partners.  
*Fathoms Street Side*

**Networking Reception** w/ heavy hors d' oeuvres  
Sponsored by: DTI

#### Drum Circle – Lessons in Communication and the Importance of Team

**John Scalici**  
THE Man – Get Rhythm!

5:45 p.m. to 7:00 p.m. John is an internationally recognized drum circle facilitator, speaker, musician, clinician, and master teaching artist who brings dynamic programs to organizations who want to foster outstanding teamwork. Enjoy this interactive, fun and non-traditional way to reconnect with the core concepts of teamwork and effective communication.  
*Fathoms Street Side*

## THE CONFERENCE

#### Monday, April 18, 2011

7:30 a.m. to 8:30 a.m. Grand Bay Ballroom

#### Past Presidents Breakfast

#### Growing Circulation in Today's Multi-Media World

**Ricky Mathews**  
President, Advance Alabama / President and Publisher, Press-Register (Mobile, AL)

8:30 a.m. to 9:15 a.m. *Bon Secour 1*

Ricky is a successful and progressive leader who is charged with overseeing three of Alabama's largest newspapers. He is optimistic about the future of newspapers and embraces the transition into multi-media companies. While acknowledging the importance of providing content in mobile and on-line friendly ways he remains committed to the print franchise.

Ricky will discuss Advance Alabama's "centers of excellence" approach to driving change throughout the organization as well as why he strongly believes that growing circulation is still the right goal.

#### How to Create Value in the Transition from "News on Paper" to Multi-Media

**Earl Wilkinson**  
Executive Director & CEO - International Newspaper Marketing Association

9:15 a.m. to 10:00 a.m. *Bon Secour 1*

Earl has logged nearly three million air miles visiting the leading newspaper companies in 49 countries in... Africa, Asia, Europe, Latin America, North America, and the South Pacific. His broad perspective is unique in the news media industry. His mix of global trend-spotting with passion for newspapers and a wry Texas wit make him one of the most popular speakers at newspapers and newspaper industry conferences. Earl has spoken at more than 100 newspaper industry conferences, as well as dozens of corporate boards and town-hall meetings with newspaper employees and college campuses.

This session is a keynote address that will put into perspective how critically important understanding the ever-changing ways in which the public consumes news and is to the future of our individual newspapers and to the newspaper industry.

#### Monday, April 18, 2011 – cont'd

10:00 a.m. to 10:30 a.m. *Bon Secour Foyer*

**BREAK** – Please visit our business partners.  
Sponsored by: Mather Economics

#### Marketing Case Studies: The Birmingham News – This is Our Story

**Mark Ervin**  
Chief Brand Officer – BIG Communications

10:30 a.m. to 11:30 a.m. *Bon Secour 1*

**Troy Niday**  
Vice President, Circulation – The Birmingham News

The Birmingham News recently launched a multi-channelled marketing campaign with the help of a local advertising agency, BIG Communications. We will review the objectives, creative and execution of this effort to reposition the value of the newspaper in the Birmingham market. Regardless of the size of our organization or the size of our budgets we must take ownership of managing our brand and reposition the value and relevancy of our product(s).

#### Disconnect: The mind of subscribers / the actions of circulation divisions.

**Michael Foley**  
Newspaper Account Manager – TCN Voice Broadcasting

11:30 a.m. to 12:00 p.m. *Bon Secour 1*

Making contact with your subscribers at critical points in the life cycle of their subscription is the core of most all retention efforts. We'll talk about the importance of maximizing the impact of your retention dollars and the impact of your subscriber touch points.

**Business Lunch**  
Sponsored by: PDI-The Cannon Group, MG2 Direct and Circulation Development, Inc.

12:00 p.m. to 1:30 p.m. *Bon Secour 3*

Election of Officers

## THE CONFERENCE

Monday, April 18, 2011 – cont'd

### Subscription Pricing – Choices and Consequences

**Mark Medici** –  
Director of Circulation Audience Development  
– The Dallas Morning News

- Premium Pricing

**Matt Lindsay**  
Managing Partner – Mather Economics

- Econometric Modeling

**Jim Boyd**  
Managing Director, Circulation Sales  
– E.W. Scripps Company

- Traditional Approach

Pricing is a key element in the eternal balancing act between volume and revenue. The natural tension between pricing and circulation retention has never been more pronounced. This session will focus on three different pricing approaches and their respective impact. We'll talk about how to measure and balance competing forces for optimal results.

### Business Partner Walk-About

We will go booth to booth as each business partner in attendance will give a brief review of the products and services they offer.

**BREAK** – Please visit our business partners.  
Sponsored by: Schermerhorn Brothers

Monday, April 18, 2011 – cont'd

### Time to Turn Lemons to Lemonade: The Role of Scan-Based Trading in Helping You Maintain and Grow Sales

**Tal J. Zlotnitsky**  
Chairman & CEO – iControl Systems USA

Just as newspapers are in the midst of change, so are the retailers who sell our product. This session will provide an opportunity to gain insight on the scan based process from one of the leaders in this important part of our business.

### Marketing Newspapers in the Internet Age.

**Arden Dickey**  
Founder and Owner – Dickey & Associates

Arden Dickey is a newspaper guy with deep circulation roots from his many years with Knight-Ridder where his last role was as Vice President / Circulation and Regional Call Centers. He now runs a consulting firm with numerous newspaper clients. In this session we will focus on some of the unique challenges we face in marketing a print product in the digital age.

### Legal Update

**Mark E. Hunt**  
Partner – King & Ballow

Part of Mark's legal focus is on the numerous issues surrounding circulation and distribution. He will give us an update on the nuances of managing this ever-evolving portion of our business.

The King & Ballow Networking Hour (and a half)

The Chairman's Banquet

1:30 p.m. to 2:30 p.m.  
*Bon Secour 1*

2:30 p.m. to 3:00 p.m.  
*Bon Secour 1*

3:00 p.m. to 3:30 p.m.  
*Bon Secour Foyer*

3:30 p.m. to 4:15 p.m.  
*Bon Secour 1*

4:15 p.m. to 5:00 p.m.  
*Bon Secour 1*

5:00 p.m. to 5:30 p.m.  
*Bon Secour 1*

6:00 p.m. to 7:00 p.m.  
*Jubilee Suite*

7:00 p.m. to 8:30 p.m.  
*Bon Secour 3*

## THE CONFERENCE

Tuesday, April 19, 2011

### BREAKFAST – Idea Sharing

Sponsored by: Wilson Gregory Agency

### Facilitated by SCMA Chairman Dean Blanchard

Vice President, Circulation – The Advocate (Baton Rouge, LA)

7:30 a.m. to 8:30 a.m.  
*Bon Secour 3*

Up and at 'em! Grab breakfast and drink your coffee. At 8:00 we will start talking about things each of us is doing to improve our respective bottom lines. Are you launching a Sunday Select product? Transitioning your TMC distribution out of the mail? Thinking about converting your TV book to opt-in and paid? Doing something creative to address high gas prices? Let's talk shop and share some ideas.

### Leveraging Technology to Impact the Bottom Line

#### Joe Coleman

Project Management Director – Kansas City Star

Joe is a get stuff done kind of guy. He is Pulitzer Prize winning photo journalist whose newspaper career has been spent mostly at three major metro newspapers (Atlanta, Phoenix and Kansas City). He understands process and technology and has a track record of implementing innovative change that have a positive impact of the bottom line.

While in Phoenix he played a lead role implementing electronic route list on e-readers nearly a decade ago. Recently in Kansas City, he has implemented various system and process changes to maximizing the newspaper's electronic edition.

Joe will tell us about recent projects that have resulted in a better bottom line and improved processes.

8:30 a.m. to 9:45 a.m.  
*Bon Secour 1*

9:45 a.m. to 10:15 a.m.  
*Bon Secour Foyer*

**BREAK** - Visit our business partners  
Sponsored by: Kaspar Sho-Rack

Tuesday, April 19, 2011 – cont'd

### Audit Bureau of Circulations Update

#### Robert Rekuc

Manager, Publisher Relations – Audit Bureau of Circulations

This is a must attend session as the ABC landscape is rapidly changing. The new Publisher's Statement look is in the market. We are living in the brave new world of paid and verified copies, E-editions and e-readers. New reports like the Consolidated Media Report are gradually being adopted by newspapers throughout the country.

This session will give you an opportunity to hear directly from ABC and to get clarity on the issues that are of concern to you and your newspaper.

10:15 a.m. to 11:15 a.m.  
*Bon Secour 1*

11:15 a.m. to 12:00 p.m.  
*Bon Secour 1*

### Leveraging Your Call Center to Drive Results

#### Arden Dickey

Founder and Owner – Dickey & Associates

Every customer interaction is critical. In this session we will discuss importance of each inbound call and how to maximize the impact and results driven from each call.

12:00 a.m. to 1:30 p.m.  
*Bon Secour 3*

### Business Lunch

Sponsored by: Hamilton Supplies, The Keenan Group and Mobile Merchandisers

Adjourn

1:30 p.m. to 2:30 p.m.  
*Grand Bay Ballroom*

### Board Meeting

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