

November - December 2010

# SCMA Newsletter

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



## 2011 SCMA Annual Summit

April 17-19, 2011  
Mobile, Alabama

**The RIVERVIEW**  
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### The New LinkedIn Group - A Fast Start



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### Resolve to be an SCMA Member in 2011

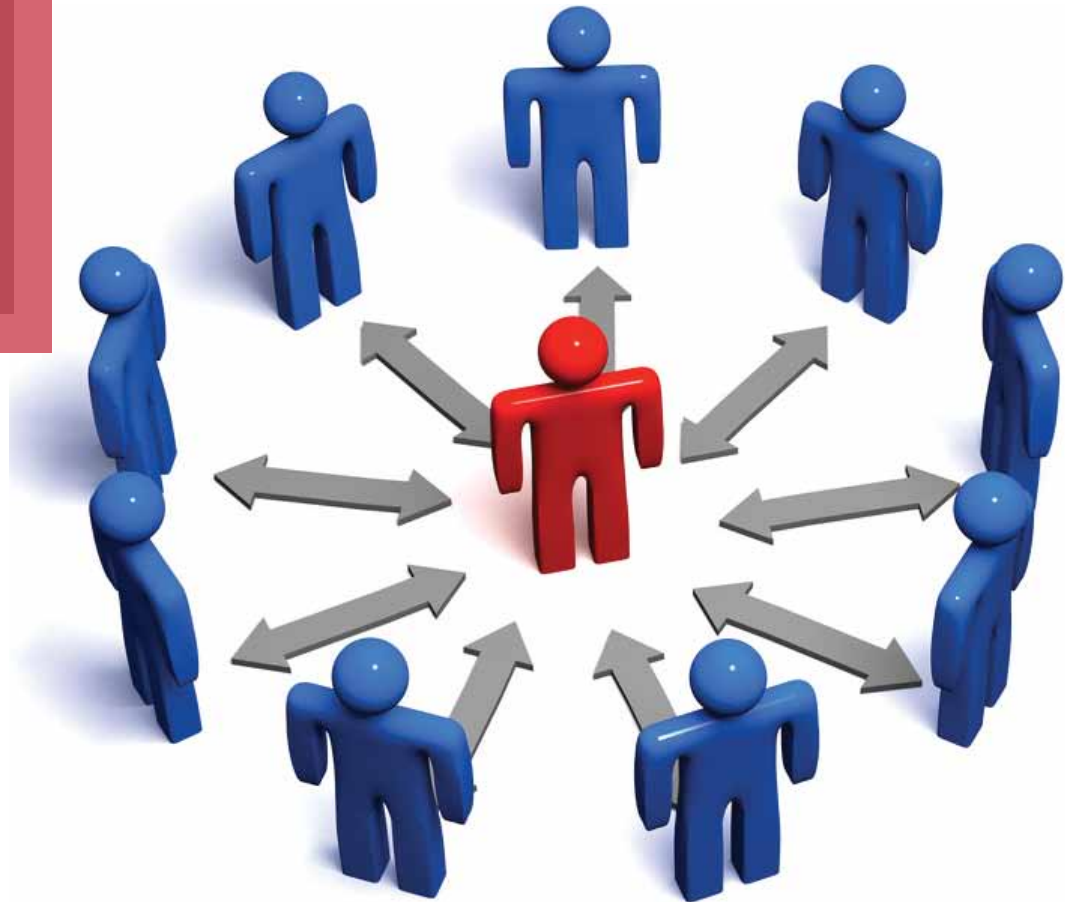


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## Message from the President



JIM BOYD  
SCMA President



**Someone  
who's been  
there.  
Someone  
who's been  
in your shoes.**

One of the more erudite folks I know – and certainly a mentor of mine – used to remind me often that “You can’t come from somewhere you ain’t never been.”

Other than the simple inherent truth in that statement, I’m not for certain what his message or teaching was. I was left to my own musings to make such a determination.

One of my interpretations – the one that I like the best – centers on the value of experience. Of being able to relate. Of having been there. Of having walked, as it were, in the shoes of those with firsthand knowledge.

In April, in Mobile, Alabama, a contingent of newspaper people will gather to listen,

and inquire, and talk, and debate, and share, and learn. Albeit to varying degrees, each will be, without exception, someone with experience. Someone who’s been there. Someone who’s been in your shoes.

More than anything else, the value of SCMA lies in the connectedness it provides to these very people. And can you remember or imagine a time when you needed more insight into how to maneuver your business than now?

Hopefully, you’ll be among those gathering for our annual summit meeting. I promise, if you ain’t never been, it’s a terrific place to come from.

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## ABC & NAA Updates



**AARON ARMOND**  
ABC/NAA Chairperson

It is said by some that there are 4 technology years in every calendar year. We can see this in our industry by looking at the many advantages technology gives us today with sharing ideas that we did not possess merely 2 or 3 years ago. The latest advantage technology gives us currently is social media. With this being said, both NAA and ABC give us multiple avenues to not only keep us informed but that allow us to easily share ideas through social media. Through outlets like LinkedIn, Twitter, Facebook, and Blogs these industry leaders have turned communication into interactive dialogue.

To stay connected with both ABC and NAA please use any or all of the following links:

### LinkedIn –

**NAA – NAA Audience and Circulation group**

**ABC – Members of the Audit Bureau of Circulations North America and ABC Interactive group**

### Twitter –

**NAA – @NAAupdates**

**ABC – @ConnectABC**

### Facebook –

**NAA – NewspaperAssociatioOfAmerica**

**ABC – AuditBureauOfCirculations-**

### Blogs

**NAA – community.naa.org**

**ABC – accessabc.wordpress.com**

These are just some of the various ways technology has helped our industry stay connected. As you have read in articles by SCMA State Director Bernie Kosanke, one of the perks to your paid membership to SCMA is access to the new SCMA LinkedIn Group... please add this to your list of links to stay in touch with colleagues and share ideas.

Till next time...



## The New LinkedIn Group - A Fast Start



**BERNIE KOSANKE**  
SCMA State Director LinkedIn Host

# Are you looking for new ideas to grow circulation and revenue in 2011?



The SCMA LinkedIn group is brand new and it already has an active online discussion of circulation initiatives. Some of the hot topics currently being discussed involve electronic editions, Sunday Select / branded editions, business traveler copies, Single Copy sales contests, NIE promotions, and Thanksgiving Day pricing.

Are you looking for new ideas to grow circulation and revenue in 2011? Do you want to improve subscriber retention and open new sales channels? Then go online today and join our group. It's a great sounding board for ideas and it's a marketplace for circulation initiatives. Join a discussion or start your own. And best of all, it's FREE with your paid membership to SCMA.

So, if you already renewed your SCMA membership, visit [www.linkedin.com](http://www.linkedin.com), create a profile if you haven't done so already, and add the SCMA group to your profile. Find us by entering Southern Circulation Managers Association in the LinkedIn site search box and change the search from people to groups. If you haven't yet renewed your membership, now is the time. It's more important than ever to take advantage of the collective intelligence of our SCMA network.

SCMA 2011 is taking it to the next level. Renew today and join the discussion - online! For questions regarding the SCMA LinkedIn group or LinkedIn, please send me an email at [bkosanke@miamiherald.com](mailto:bkosanke@miamiherald.com).





In the past several months, the National Labor Relations Board (NLRB) has made a lot of news through a new complaint involving Facebook and a proposed rule which requires employers to post a notice informing employees of their rights under the National Labor Relations Act (NLRA).

The NLRB has issued a complaint (like a civil indictment) alleging a Connecticut employer violated the NLRA when it fired one of its employees allegedly because she violated the company's social networking policy. The employee publicly ridiculed her supervisor in Facebook posts. These Facebook posts, including obscenities and name-calling, accused the company of having psychiatric patients working as supervisors. Several of the employee's coworkers allegedly read her Facebook posts and responded with their own negative comments about the supervisor and the company.

The NLRB, in its complaint, alleges the employees' Internet discussions were "protected concerted activity", like employees discussing working conditions around the company water cooler, for which they could not be discharged or disciplined. The NLRB further alleged the employer's Internet policy was unlawful, where it prohibited employees from making disparaging remarks about the company or supervisors online. The case was scheduled to go to a hearing before an Administrative Law Judge (ALJ) on January 25, 2011. The ALJ will issue a decision after the hearing and the filing of briefs by the parties. Stay tuned for more developments.

Does your company have a policy that

restricts employees from posting comments on the Internet that disparage the company, managers, supervisors or fellow employees? The parameters of what employers may and may not prohibit in terms of employee Internet communications is up in the air until the Administrative Law Judge, and probably the NLRB, rules. In the meantime, employers should have their Internet and social networking policies reviewed by an employment attorney. Employers should also consult with an employment attorney before taking disciplinary action against an employee due to a violation of the company's Internet and social networking policies.

The NLRB has also proposed a rule which would require employers to post a notice informing employees of their rights under the NLRA. According to the NLRB, "the intended effects of this action are to increase knowledge of the NLRA among employees, to better enable the exercise of rights under the statute, and to promote statutory compliance by employers and unions." Private-sector employers, including labor organizations, whose workplaces fall under the NLRA, would be required to post the employee rights notice where other workplace notices are typically posted. If an employer communicates with employees primarily by e-mail or other electronic means, the notice would be required to be posted electronically as well.

The notice states employees have the right to act together to improve wages and working conditions, to form, join and assist a union, to bargain collectively with their

## Legally Speaking



**MARK HUNT**  
Offices of King & Ballow

employer, and to choose not to do any of these activities. Under the proposed rule, if an employer fails to post the notice, it will be an unfair labor practice and toll the statute of limitations for filing future unfair labor practice charges. Similar postings are already required under the Fair Labor Standards Act, Title VII, the Age Discrimination in Employment Act, the Occupational Safety and Health Act, the Americans with Disabilities Act, and the Family and Medical Leave Act.

Future columns will keep you posted on the status of this proposed rule.

**Mark Hunt and Bruce Buchanan are attorneys 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](mailto:mhunt@kingballow.com). Bruce can be reached at (615) 726-5484 or [bbuchanan@kingballow.com](mailto:bbuchanan@kingballow.com). The foregoing column is descriptive in nature and is not intended to provide legal advice as to particular situations.**

## Resolve to be an SCMA Member in 2011



**PETE PFLUGER**  
SCMA 3rd Vice President



With 2011 upon us, resolve to take your first step to success – renew your membership in SCMA. Or, more importantly if you already have renewed, reach out to a manager, peer, subordinate, or a colleague at another newspaper and get them to join. Because the membership committee has put together an impressive list of new features and benefits for 2011, many of which on their own are well worth the \$65 annual membership fee.

- **NEW! Members-only SCMA LinkedIn Group Website for Networking and Strategy**
- **NEW! Free CD-ROM of the 2010 SCMA Conference presentations with your paid membership**
- **NEW! Members-only Webinars covering the topics that matter most**

- **A Revamped Bi-Monthly Newsletter with a NEW emphasis on Hot Ideas and Industry Best Practices**
- **A Powerful Network of Fellow Circulators**
- **Previews of the 2011 SCMA Conference**

Added to this impressive list is the opportunity to attend the 2011 conference in Mobile. And if the 2010 conference is any indication, 2011 is one you won't want to miss. So join or encourage someone you know to sign up today!

## Join or encourage someone you know to sign up today!

The Holidays are over and I'm sure you heard about the carrier that received the big tip for Christmas or the subscriber who wrote in about how good their carrier has been through the year(s). So why not gather all that information and share it here with your fellow SCMA members and put together a Carrier of the Year entry to SCMA.

Just use the NAA Carrier of the Year entry form. NAA is not having a Carrier of the Year promotion this year, but has updated and posted the entry form for sectionals to use. It is available at the NAA web site ([www.naa.org](http://www.naa.org)) , go to the NAA home page and type "Carrier of the Month" in the search box and it will take you to the page and form. There are three area's for nominations Youth (up to 18), adult (age 19-54), and senior (age 55 and older). Carriers are 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.

The SCMA award winners will receive a trip to the 2011 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.

**Here are a few tips to help your entry:**

- **Take a few short video clips of the carrier (at the Distribution Center or Drop, with a subscriber, talking about their Delivery Route, delivering the route etc.).**
- **Drop some pictures in a Power Point presentation about the carrier.**
- **Include some history about the Route or area.**

PS: Please let me know about your Carrier recognition program, articles, etc. so that we can share with others through the newsletter. My e-mail address is <http://www.bpearcy@timesfreepress.com/> Deadline for entries is February 20th 2011.

## SCMA Carrier of the Year 2010

SCMA  
Carrier of the Year  
& SCMA  
District Manager  
of the Year



**BARRY PEARCY**  
SCMA Carrier & District Manager  
of the Year Chairperson

## SCMA District Manager of the Year 2010

**NOW IS THE TIME!!** 2010 is over and it was an extremely tough year for the Newspaper industry and Circulation Departments had many changes that affected sales and service to home delivery subscribers. With these changes we have also had many success stories, and it's time to share those stories! It's extremely important that we recognize and honor our outstanding District Managers. If you have a District Manager that is deserving of recognition it's time to share their story by submitting them for SCMA District Manager of the Year. A sample recognition form is available on the SCMA website <http://www.scmaonline.net>

The criteria for the SCMA District Manager of the Year include their district management skills; letters of recommendation, personal/scholastic/community service and other miscellaneous information such as awards and recognition received. PLEASE!, Take advantage of this opportunity

to recognize outstanding and deserving District Managers and share their stories with other SCMA newspapers. HINT: Include some photos, power point presentation and/or short video of your candidate at the office, distribution center, with carriers, throwing a route etc. this always adds impact.

**The SCMA award winners will receive a trip to the 2011 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.**

Send your Candidate information to me at: Chattanooga Times Free Press, Attn: Barry Pearcy. Circulation Manager, 400 E. Eleventh St., Chattanooga TN 37403. Or contact me at: 423-757-6581 or <http://www.bpearcy@timesfreepress.com/>. Deadline for entries is February 20th 2011.

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