



MACMA

Bulletin

September/ October 2011

www.midatlanticcma.org



**“TO EXCHANGE IDEAS, ASSIST EACH OTHER,
GET BETTER ACQUAINTED”**

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The Charlotte Observer
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| 2012 | Ed Barlow
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FROM THE PRESIDENT...



Jim Lamm
MACMA President
2011-2012

“Charting A New Course” –

What an apropos theme for our most recent 2011 MACMA Conference held in Myrtle Beach, South Carolina from May 1-3. We’re most grateful for those members who made the trip to the beach and for our business partners -- our newspaper industry vendors -- who support our operations and marketing needs throughout the year. We value your support and thank you for your attendance! Thanks you too to our out-going leadership/officer team – your commitment to MACMA is the glue that holds us together.

Continued on Page 2

Fall Webinar: “Seizing the Momentum” And a chance to Win a \$50 Visa Gift Card

MACMA is excited to present our Fall Webinar, “Seizing the Momentum” on November 10th from 2-3pm. We are asking our members to submit ideas for content on sustaining readership through the holidays and into 2012 (examples: Holiday Home Delivery promotions, retention strategies, Direct Sales & telemarketing campaigns, Single Copy promotions, etc.) We appreciate your participation and you will be recognized and credited for your idea(s) during the webinar. Please email your idea(s) to Matthew Wolfe matthew.wolfe@independentmail.com no later than Friday Oct. 7th. Those participants submitting an idea will have their name entered into a random drawing for a \$50 Visa Gift Card. In addition, all webinar attendees will be eligible to win an additional \$50 Visa Gift Card.



“Charting A New Course” – continued from page 1

Recently, based on survey feedback we received from our MACMA members and publishers across our three state-area, we validated our priorities for the coming year and saw that they dovetail nicely with our four primary imperatives for the coming year.

Here are some of the headlines from the survey:

- Approximately 40% of our circulation executives took the survey along with about 15% of publishers participating – many thanks to those of you who took the time to complete the survey.

	<u>Circ Execs</u>	<u>Publishers</u>
Were currently MACMA Members	61.4%	34.7%
Were past MACMA members	77%	73.8%

- 55.6% of Circ Execs and 57.8% of publishers said that cost of travel was an issue influencing membership decisions. 28.9% of Circ Execs and 40% of publishers said time away from the office influenced membership decisions.

- Top priorities for Circ Execs and publishers were matched very well:

	<u>Circ Execs</u>	<u>Publishers</u>
Maximize HD print	89.4%	100%
Maximize Circ revenue growth	89.4%	80.4%
Maximize SC print	89.2%	79.5%
Provide top notch service	86.3%	73.2%
Maximize expense savings	79.7%	53.6%
Discover new marketing plans	65.7%	75.0%

- Level of interest in meeting/conference formats favored by Circulation Execs:

Regional/by-state meetings:	71%
Webinars:	61.8%
Annual conference:	53.5%

Continued on page 3



Don & Carol Moseley at Carol's Retirement Celebration in Myrtle Beach

The Smile Says it All...

Happy Retirement to Carol Moseley!!

Carol Moseley retired from the Daily Herald in Roanoke Rapids on April 30, 2011. Carol has served MACMA well as was attested to when she earned the Lifetime Achievement Award in 2003. Carol was elected MACMA's first woman president in 1995. She continued to serve as both Secretary and Treasurer since 2001. Carol truly believed in the mission and purpose of MACMA by helping others to develop to their fullest potential. MACMA members want to wish Carol all the best on her retirement!!

Remember the Date.. October 2-8, 2011 Newspaper Carrier Appreciation Week

“Charting A New Course” – continued from page 2

From the valuable information that we received as direct feedback from our membership survey along with the direction we’ve set with our leadership team, we know it’s of the utmost importance that MACMA works to provide its members with the highest value possible. In order to achieve that goal, our new 2011-2012 board of directors has set four imperatives for the coming year:

1. Build a strong MACMA Leadership Team:

Currently, we’re looking for new MACMA leaders in the following areas:

- All three State Director positions for 2013-14 (Virginia, North and South Carolina)
- We need one Audit Committee chair for the new 2012 year

Please let me know directly if you’re interested in serving in one of these positions.

We have also pared down and re-named several of our old Committee Chair positions, making them in to topics relevant to today’s Circulation/Audience Development world. More to follow...

2. Further develop our “product offering” and MACMA’s value to its members

From our survey, we’ve been able to develop what we think will be an agenda that serves our members with programs they have asked for. We received topic and presentation format ideas that were are of the highest priority to you. To that end, we are in the process of planning a MACMA webinar for the fall of this year. By making use of the web, we can save your team time and travel expense while still delivering relevant topics...more to follow on this exciting opportunity.

3. Continue to build an active MACMA membership base

We are currently working hard to update our current membership list and a list of potential members. Our individual State Directors are responsible for building and maintaining this membership list for their respective states. Those 2011-12 State Directors are as follows:

- **Virginia:** Sue Baker: sBaker@freelancestar.com 540-374-5495
- **North Carolina:** Daniel Pittman: dpittman@hpe.com 336-888-3651
- **South Carolina:** Earle Woodward: earlew@theitem.com 803-774-1259

If you know of someone who is not currently receiving MACMA communications and who would like to join, please contact your respective State Director.

4. Improve communications to our members

We will continue to upgrade the effectiveness of our MACMA website so that it can serve as the communications hub of our organization. In addition, we’re looking to further expand our presence on Facebook and though either Google or Yahoo Email Groups...details to follow there also. We’re working hard do better with the publication regularity of this MACMA Bulletin, getting on a regular bi-monthly schedule.

There’s a famous quote by the great American businessman, Henry Ford that goes like this: “Coming together is a beginning; keeping together is progress; working together is success” – and nothing could be truer as it relates to your needs in today’s changing circulation world.

Thank you for the confidence placed in our 2011-12 MACMA board of directors and other leaders as we move forward. We’ll do our level best to add value to what MACMA offers to you.

Warm regards,

Jim Lamm
 President, MACMA/2011-2012
 Vice President/Circulation
 The Charlotte Observer

MACMA is now on **facebook**

MACMA is proud to announce a new Social Media Committee Chair added at the 2011 Conference In Myrtle Beach. Matthew Wolfe from the Anderson Independent Mail in Anderson, SC has been elected to that position. Matthew's first order of business was to set up the M.A.C.M.A. Facebook page. Be sure to visit the page and LIKE us.

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The printed newspaper has all the value it needs to win back old customers—and win over the Internet generation

By Bob Davis

A few days ago my wife, Kim, and I were standing in the checkout line at a grocery store. The clerk asked the middle-aged woman ahead of us if she had any coupons.

“I wish I had some coupons,” said the woman, who was shopping with her two grown children. “But I canceled my newspaper subscription, and now I don’t have any.”

Kim asked, “Do you mind if I ask why you canceled your newspaper subscription?”

“I stopped it two weeks ago because they were just piling up, but now I miss it and I am going to order it again,” replied the woman.

“What do you miss most?”

“Besides the coupons, I miss the entertainment section.”

We then turned our attention to the two grown children, who told us that they don’t read the newspaper because they read online, to which their mother chimed in, “I hate reading the paper online. I miss my paper, and I am going to get a new subscription.”

People who read the paper love doing so. For them it is a visceral experience that is as addictive as the morning cup of coffee. And I learned years ago that when you get people talking about what they value in the paper, they are passionate about it and sell themselves on keeping their subscriptions going.

Despite the Internet, I believe that if non-print readers were to experience the daily routine of reading the printed newspaper for one month,

they would be as addicted to the physical newspaper as the generation before them.

Bernard Baruch was an advisor to five Presidents, a self-made multi-millionaire, a leader in his church, and a leader in his home and community. When asked the recipe for success, he included his advice to “read the newspaper every day.” In the newspaper business, our noble cause is to bring that ingredient in Bourke’s recipe for success to as many people as possible.

I am writing this article on a Sunday afternoon, after spending a couple hours with the day’s newspaper. I read an op-ed piece about Congressman Paul Ryan from Wisconsin and the tax reform bill that he has introduced into Congress designed to reform our tax code while addressing the pressing issues of health care reform and keeping social security solvent. Now, I surf the web as much as the next person, but I have to admit that before I read about Paul Ryan in the paper today, I had never heard of him, and the format of the print version helped me discover him and become a better informed citizen.

In the same issue, I learned through paid advertising that the acclaimed musical “Mama Mia” opens in my city this week. And I discovered that the Leonardo Davinci “Hand of the Genius” exhibition is at a local museum. The print newspaper continues to deliver valuable information that I would have missed online, and I believe that the newspaper industry owes the citizens of this country the

opportunity to stay informed in ways that only print can provide.

Many in our industry are asking, how do we turn the trend of declining print circulation around? How do we get the Internet generation reading the paper in print every day? It all starts with a belief that we can do it—we must believe that:

- If we can just get them to try it, they will like it and benefit from it.
- We offer a key ingredient Bourke's recipe for success, and if we don't get the next generation to read the paper, we are doing them a disservice.
- Our product has high value for the price. I pay less than 70 cents a day to get a world-class newspaper delivered to my driveway and filled with enriching information—plus coupons to save me money. Even if I paid a dollar per day, it would be a steal.
- Our online presence is an extension of the newspaper, not a replacement of it.

Once these beliefs are firmly ingrained at every level within the newspaper, we are ready to start turning things around.

Then there's education. We must reinvigorate our newspaper in education (NIE) programs. We need to partner with high schools and colleges where they use our newspapers every day in the classroom. Ideas include:

- Sponsoring current events classes that require students read the paper.
- Running school contests with great prizes and scholarships students can win by reading the paper.

The bottom line is that industry wide, we need to start selling the paper based on its demonstrated value, not with the latest discount or promotional gimmick. The newspaper is at least as much a bargain today as it was 100 years ago—and probably more of one.

With this kind of approach, I believe we'll win back subscribers like the woman we met at the grocery store. And as long as we focus on value and experience, we'll win over the Internet generation, too. It's a challenge, but we're up for it.

Bob Davis is the president of Robert C. Davis and Associates (www.robertcdavis.net). He specializes in creating custom programs that deliver measurable results for the newspaper industry. Bob is also co-founder of Surpass (www.surpasscalls.com), an outsource call center serving the needs of newspapers across the country.

NOOK for iPad To Offer More Than 175 Digital Magazines

Esquire, Maxim, Popular Science and Food Network are among the titles included.

In an attempt to be everywhere readers are, Barnes & Noble is [updating its NOOK for iPad app](#) to offer digital periodicals to consumers.

Simulating the experience of the NOOK Color e-reading device, B & N will offer over 175 magazine and newspaper titles through its updated apps, which are available for free for the iPad, iPhone and iPod Touch.

Titles such as *Esquire, Maxim, Forbes, Food Network, Popular Science* and *ESPN The Magazine*, among many others, will be available for download through the free Nook apps.

This is yet another step in Barnes & Noble's digital push, which included [updating the capability of the NOOK newsstand](#) for tablets with Android technology in May. In the month before entering the Droid market, the NOOK Color was updated to include Web capabilities, app access and email options; this placed [the Barnes & Noble device in direct competition](#) with the iPad, Motorola Xoom and various other tablets on the market.

Earlier this year, B & N reported that sub orders and single copy sales totaled 650,000. When the company announced the NOOK's arrival to Droid in May, numbers were up to 1 million sales.

TIME Magazine Grants 'All Access' to Subscribers' Includes access to print, tablet apps, and new online magazine channel

Beginning this week, *TIME* is offering subscribers "All Access" on its multiple platforms. For one price, *TIME* readers will be able to access the print edition, a new TIME.com magazine channel featuring magazine-only content previously not

available on the Web and digital issues on the iPad, HP Touchpad and Samsung Galaxy Tab.

Last year, [TIME.com](#) began offering less of its magazine content online, with about 95 percent of TIME.com's stories created specifically for the site. When subscribers purchase the All Access deal, they will be able to access this content directly from the site. Those who do not subscribe are only able to view the first few sentences of the magazine content.

All Access for *TIME* is priced at \$30 for a full-year subscription, which includes 56 print issues, complete online and tablet app access. For a one-week "short-term pass" for magazine content on its site, *TIME* is charging \$4.99.

There is also a \$2.99 per month subscription option, an offer including the print edition of *TIME*, tablet issues and the magazine channel on TIME.com. This subscription can be cancelled at any time without penalty.

In February, *Sports Illustrated* [launched a similar "All Access" model](#), though at the time the package was available only on Samsung's Galaxy tablet and Android smartphones. In May, Time Inc. and Apple [reached a deal](#), allowing print subscribers of *SI*, *TIME* and *Fortune* free access to digital editions.

At the time, a Time Inc. spokeswoman could not provide exact details of the deal between Apple and Time, "As far as I know there's no way for them to track [this] and there's no revenue stream for them [Apple] for this [deal]; they're our subscribers and it's an added benefit for them," she said. "We do have apps in the app store and you can still buy single copies in Apple's app store. But for this particular arrangement [for] current subscriber[s]."

As it did with *Sports Illustrated*, subscriptions can be initiated via a dedicated website. The iPad app will not be using Apple's subscription service, [reports All Things D's Peter Kafka](#). Using Apple's new terms, iPad users will be directed to the website to purchase and download the apps. This leaves Time Inc. without the ability to direct customers to the website from within the app. or avail themselves of



MACMA

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