



## **.....From the Chairman**

Welcome to the Second Half of 2010!



This message comes with hope that you and your companies have had a rewarding first half of 2010. It is nice to see that the economy continues to show improvement and that many newspapers are starting to see a turn-around in advertising and circulation revenues and volumes. Having said that, everyone remains challenged to grow readership and build our franchises while operating leaner and more efficiently.

Resources for subscription acquisition have been restored or enhanced at a number of newspapers with home deliveries volumes and revenue showing growth over prior year. Expanded subscription frequency options are being offered by papers that allow customers the choice to tailor the days they receive our products as well as focusing distribution gains on key days when major advertisers run pre-prints helping us to maximize pre-print volumes and revenue. New models are being developed and tested by a number of companies for monetizing our on-line and electronic information offerings with the rest of 2010 and 2001 looking to be the window for helping us set future strategy in the this arena.

The future of our businesses remains positive despite the challenges: economic, demographic, and technological we have endured in recent years.

CSCMA is committed to remaining a valuable resource and networking tool for you and with that in mind Doug McAvoy and the board are working now on building our 2011 conference program. We look for your feedback and suggestions on topics or presenters.

Our 2011 conference is scheduled for Sunday, April 10 – Monday, April 11 in Peoria, Illinois at the Par-A-Dice Hotel. Room rates remain a very affordable \$120 per night with conference registration unchanged at \$199.95. Please reserve these dates on your calendar. Additional conference details will be announced this fall as the program and social activities are formalized.

Vincent Cone, our NAA Rep is working on the CSCMA & NAA Carrier of The Year program specifics and will be sending out nomination information shortly. CSCMA carriers have regularly been NAA award recipients and we look you continue to submit your best carriers so we can continue that tradition this year.

CSCMA, in partnership with OCMA, hosted a Customer Service training webinar on Friday, August 27 with 46 newspapers participating. A Single Copy webinar is tentatively scheduled for late October. These free webinars are available to you as part of your CSCMA membership fee and by themselves more than justify the annual membership fee. Watch for announcements regarding our October webinar and sign up!

***Get involved!*** We are seeking candidates to join the CSCMA board in 2011. Please consider getting involved in a board assignment or assisting our board members with their respective projects. If you would like to give back to the organization that serves you or if wish to nominate someone you know who would be a good candidate for us to recruit contact me at [btischer@appleton.gannett.com](mailto:btischer@appleton.gannett.com) .

I hope to see you in Peoria, Illinois next April!

A handwritten signature in black ink that reads "Bruce Tischer". The signature is written in a cursive style with a large initial "B" and a long, sweeping underline.

Bruce Tischer  
CSCMA Chairman  
[btischer@appleton.gannett.com](mailto:btischer@appleton.gannett.com)  
(920) 993-1000 Ext. 316

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