



Central States Circulation Managers Association  
[www.cscma.com](http://www.cscma.com)

*CSCMA News is published by the Central States Circulation Managers Association serving circulation professionals in Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, North Dakota, South Dakota, and Wisconsin*

## INSIDE THIS ISSUE

Message from the President	1
2009 Awards!	4
Message from the Chairman	5
Legally Speaking	8
92 <sup>nd</sup> Annual Conference Pictures	11

## Message From The President

Spring 2009



Dear CSCMA Member,

CSCMA recently held our annual conference “Marketing & Circulating Newspapers in Radically Changing Times” in Dubuque, Iowa on the shores of the Mississippi river at the Grand Harbor Resort & Convention Center. The conference which ran from April 5th through April 7th focused on circulation’s leadership role in building readership and delivering audience, implementing new business models and organizational structures, developing staff and leaders capable of navigating us through the river of change we are all experiencing, and managing our operations leaner while generating alternate sources of revenue including outsourcing and delivery partnerships. The response to this year’s program from participants and vendors was universally positive and we are confident everyone took something back to their papers that more than justified the costs associated with attending.

The goal of CSCMA has been and remains one of providing you (our members) resources, training, and networking opportunities at minimal or no cost. With a keen understanding of the current economic climate and the impact it has had on our industry CSCMA is committed to improving and expanding our training programs in 2009. Courtney Zellars, from the Tribune Star in Terre Haute Indiana has joined the CSCMA Board of Directors and will be coordinating our 2009-2010 training seminars. Courtney will be investing her efforts towards building training programs covering all circulation disciplines. We look to initiate web based training in addition to our traditional training seminars that will afford you and your employees the opportunity to participate and grow professionally while incurring minimal or no registration and travel costs.

As you have may noticed, our web site has a bright, new look. Joe Schaechter, from the Moline Dispatch in Moline Illinois has worked tirelessly on getting our new web site up and running and Joe continues to work on fine tuning upgrades and features that will allow us to post updates in a timely manner and make it easier for you to access and download information.

Mike Newland, Telegraph-Herald, Dubuque, Iowa was elected to the 1st Vice-President position and will be putting together our 2010 conference. We encourage you to send him your thoughts and suggestions for the topics and items you would like to see included in our next conference.

Doug McAvoy, The Truth, Elkhart, Indiana continues as our Promotions Chairman for this year and will be asking you to share your sales and promotional successes as we build our sales training seminars and move towards our next conference. One of the great things about CSCMA has always been our member’s willingness to share good ideas and programs.

At the conference our membership elected a number of other talented circulation executives to your CSCMA board. I am pleased to have the opportunity to work with these folks during the upcoming year.

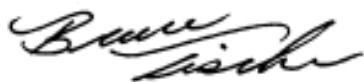
- Pete Jones, The News-Gazette, Champaign, IL, 2nd Vice-President
  - Pete will coordinate the development of the 2010 Conference & Buyer’s Guide and will work with Mike Newland on the conference arrangements
- Adel Ibrihim, Pioneer Press, St. Paul, MN, Membership Chairman
  - Adel will coordinate our new member and annual membership renewal efforts

## Message From The President (cont'd)

- Vince Cone, Bay City Times/Saginaw News, Bay City, MI, NAA Representative
  - Vince will be our liaison with NAA and represent CSCMA on NAA and industry affairs.
- Jim Smith, Steel City Corporation, Youngstown, OH, Advertiser Representative
  - Jim will play an important role in helping us build and continue to grow the outstanding relationship we have had with advertisers and vendors. Our advertisers and vendors have been significant contributors to the success of our conferences and training seminars and we appreciate their continued support, especially while they face the same economic challenges we are encountering.
- Bob Scott, The Pantagraph, Bloomington, IL, Conference Secretary
  - Bob will serve another 2 year term on the board and we appreciate his contributions with conference registration/operations support.
- Geoff Vanderlin, Sauk Valley Newspapers, Sterling, IL, Trustee
  - As trustee Geoff has responsibility for ensuring we are running CSCMA in a fiscally prudent manner and that we operate our sectional in compliance with corporate bylaws.
- DeAnna Wills, Journal-Star, Peoria, IL, Secretary/Treasurer
  - DeAnna is the glue that holds us all together. As Secretary/Treasurer she has day to day responsibility for the handling all CSCMA business operations. DeAnna has done an outstanding job filling the position previously held by Mary Ellen Johnson who coordinated CSCMA business operations for the past decade.
- Tom Bunch, Chairman of the Board
  - I have had the sincere pleasure of working with Tom the past 2 years and I must say he has been the inspiration that has kept all of your board members engaged and dedicated to serving you, our members. Without Tom's extraordinary efforts this past year our conference would not have been the success it was. Thanks Tom for your dedication to CSCMA!

While all of us are facing change at a pace we may have never expected, it was enlightening to note (from data we heard at the conference) that we remain relevant to our readers, we still far outpace our competitors in readership and market reach, and that we continue to be the primary "local" market source for information and news in our communities.

I look forward to your continued support and membership in CSCMA. Please feel free to send us your comments on how we can serve you better this year and as we progress towards our 100th anniversary in 2017.



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

**CSCMA News is published quarterly for the members of the Central States Circulation Managers Association**

Send CSCMA membership renewals, address corrections or inquiries to:

DeAnna Wills, CSCMA Secretary  
P.O. Box 229  
Glasford, IL 61533

**Phone:**  
(309) 389-2726

**Fax:**  
(309) 389-2726

**E-Mail:**  
cscma@aol.com

**Web:**  
www.cscma.com

Send news items for publication consideration to:

jschaechter@qconline.com



**Officers**



**PRESIDENT**  
**BRUCE TISHER**  
The Post-Crescent  
Appleton, WI  
btischer@appleton.gannett.com



**1<sup>ST</sup> VICE PRESIDENT**  
**MIKE NEWLAND**  
The Telegraph Herald  
Dubuque, IA  
mnewland@wcinet.com



**2<sup>ND</sup> VICE PRESIDENT**  
**PETE JONES**  
The News-Gazette  
Champaign, IL  
pjones@news-gazette.com



**SECRETARY/TREASURER**  
**DEANNA WILLS**  
Journal Star  
Peoria, IL  
cscma@aol.com

**Board of Directors**



**CHAIRMAN**  
**TOM BUNCH**  
tbunch@mywebtimes.com



**CONFERENCE SECRETARY**  
**BOB SCOTT**  
The Pantagraph  
Bloomington, IL  
Bob.scott@lee.net



**MEMBERSHIP**  
**ADEL IBRAHIM**  
Pioneer Press  
St. Paul, MN  
aibrahim@pioneerpress.com



**PROMOTIONS**  
**DOUG MCAVOY**  
The Truth  
Elkhart, IN  
dmcavoy@etruth.com



**BULLETIN/WEB CHAIR**  
**JOE SCHAECHTER**  
Moline Dispatch Publishing Co  
Moline, IL  
jschaechter@qconline.com



**TRUSTEE**  
**GEOFF VANDERLIN**  
Bureau County Republican  
Princeton, IL  
gvanderlin@bcnews.com



**ADVERTISER REPRESENTATIVE**  
**JIM SMITH**  
Steel City Corporation  
Youngstown, OH  
jsmith@steelcity.com



**NAA REPRESENTATIVE**  
**VINCE CONE**  
Bay City Times/Saginaw News  
Bay City, MO  
vccone@valleypublishing.com



**TRAINING CHAIR**  
**COURTNEY ZELLARS**  
Tribune Star  
Terre Haute, IN  
Courtney.zellars@tribstar.com

*Come visit the CSCMA website!  
News and updates all year long. Visit cscma.com today!*

**2010 Promotions**

Doug McAvoy  
Promotions Chair, CSCMA  
574-296-5934  
dmcavoy@etruth.com

**Best of Show**  
**The Telegraph Herald**  
Dubuque, Iowa

**Circulation Under 50,000**  
**Acquisition, Retention and Single Copy**  
1st Place  
The Janesville Gazette  
Janesville, Wisconsin

Honorable Mention  
The Telegraph Herald  
Dubuque, Iowa

**Branding, NIE, Third Party and Recruitment**  
1st Place  
The Telegraph Herald  
Dubuque, Iowa

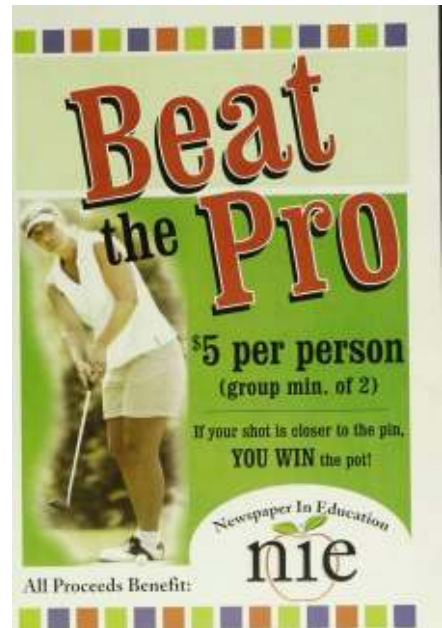
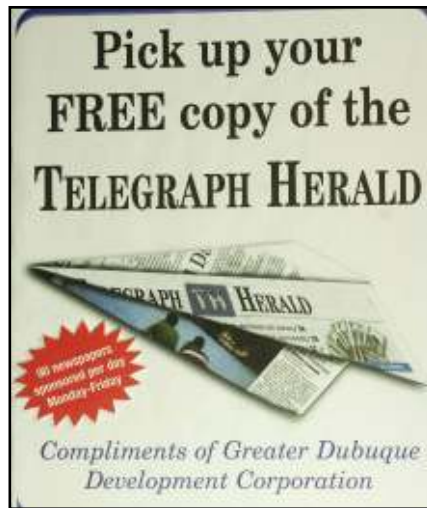
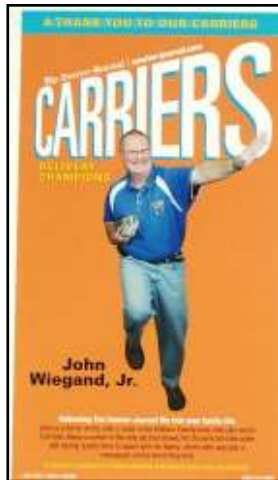
Honorable Mention  
The Telegraph Herald  
Dubuque, Iowa

**Circulation 50,000+**  
**Acquisition, Retention and Single Copy**  
1st Place  
The State Journal  
Springfield, Illinois

Honorable Mention  
The Courier Journal  
Louisville, Kentucky

**Branding, NIE, Third Party and Recruitment**  
1st Place  
The Courier Journal  
Louisville, Kentucky

Honorable Mention  
The Post Crescent  
Appleton, Wisconsin



To see all of the  
2009 entries go to  
[www.cscsma.com](http://www.cscsma.com)



## Message From The Chairman

By Tom Bunch

Well, we put together a terrific conference this year in Dubuque in light of all the challenges we faced in these “Radically Changing Times”. Attendance was down from recent years but remained respectable. Our program included top people in our industry offering valuable information for our attending members to bring back to their newspapers to initiate changes which could justify their attendance at the conference. We will be posting many of the speaker’s presentations on our web site in the near future.

Here’s a daily recap of the conference:

Jim Normandin, Publisher of the Telegraph Herald, opened the conference with a warm welcome to Dubuque, located on the Mississippi River in northeastern Iowa. His newspaper was host newspaper for the conference. Jim told us how Dubuque had been challenged by many radical changes and how they achieved an infrastructure of diversified commerce to provide a healthy, growing economy to support and promote their town back into a proud sustaining city in Iowa.

Henry Bird, President/Midwest Division Manager of Community Newspapers Holding, Inc. was keynote speaker. Henry’s message included a brief history of changes that brought our industry to our current state of radical change and then carefully predicted things that should/could be done to lead us to future success and regeneration. He said one of the main things we should all be doing better is promoting our strengths. He indicated that statistics show that more people read the daily newspaper on Super Bowl Sunday than viewers who watched the game on TV. He further advocated that newspapers must continue to invest in staff training and that sectionals are certainly more relevant and important in this role. More print outsourcing should occur for greater cost control and in many departments more outsourcing and partnerships will result in cost effectiveness and elimination of redundant efforts. He ended on a positive note that newspapers will be around for a long time yet. However, they will cost more and provide smaller profit margins.

Don Michel, President of Anderson, Randles & Associates provided us with a light hearted look at the future of newspapers and how not to P-P-P-Panic. Don had been a circulator for many years before becoming a consultant. He offered eleven factors (in no particular order) that he believes will keep circulation executives singing, “Thank God, I’m a Paperboy” for a loooooong time.

Sunday evening included a social hour, dinner and entertainment. Jeff Havens, our Sunday evening presenter entertained and coached us on how to “Uncrapify our Lives”. Jeff was a school teacher before he became a professional comedian. He indicated that his school day training helped him prepare for his new profession as comedian. Jeff is a funny guy who was able to get full participation from our group.

Monday morning, our first speaker was Mike Zinser, CSCMA General Counsel who advised us in great detail about the dangers involved with The Obama Administration’s Legislative Proposals to attack Independent Contractor Status by the Employee Misclassification Prevention Act. This bill would amend the Fair Labor Standards Act (FLSA) to make misclassification of workers a prohibited act and would provide increased penalties for such misclassification. He also provided a great update on The Employee Free Choice Act which is unlike any other. There is an “under the radar” issue that is absolutely critical to industry’s continued prosperity and viability. This act poses a clear and present danger to the future viability of a fast changing business climate in the United States in a global economy. He indicated that more than ever our circulation staffers need to be thoroughly trained to be best able to deal with all issues of independent contractors to help our publishers avoid possible costly legal entanglements.

Scott Stines, owner of Mass2one LLC presented some great ideas about electronic marketing. A key here is the ability to

## Message From The Chairman (cont'd)

capitalize on one-on-one relationship building with great flexibility through technology. Opportunities presented offered many ways to reduce expenses while building circulation through the specialized programs that you can create and tailor to fit your goals.

Bob Hill, VP for Small Newspapers and President of SNG Research Corporation talked to us about the need to groom and prepare circulation executives today to be meet the challenges and business demands of the future. We must become strong leaders in our companies and be recognized as such. We need to make ourselves valuable, be able to make our case and then stand our ground in our convictions. We must learn and understand what TQM "Total Quality Management" is and how to execute it. Good leaders project perpetual optimism in face of adversity and have the ability to be a good simplifier to staff.

At our annual awards luncheon, Doug McAvoy presented the promotional awards for 2009 (These will be posted on our web site shortly). The three CSCMA Carriers of the year were acknowledged

YOUTH Samantha Fluharty from the Reporter-Times, Martisville, IN

ADULT Adriana Boettcher from The Gazette, Cedar Rapids, IA.

SENIOR Joe Saxton from The Des Moines Register, Des Moines, IA.

And we were proud to once again announce that a CSCMA carrier was a national winner in the NAA/COY Award competition - Adriana Boettcher from Cedar Rapids, Iowa. Two newspaper executives were also honored with the presentations of The President's Award and the Circulation Executive of the Year Award. Nominations are submitted for these two awards and then a judging committee selects the actual winners. Bruce Tischer, Circulation Manager of the Post Crescent, Appleton, WI. was awarded CEY and Matt Jones, Publisher/General Manager of the Metropolis Planet & Southern Scene, Metropolis, IL. was issued The President's Award. Both men were honored for their contributions to the industry and their jobs.

This year's conference forum was based on the "Evolution of Media Models in the Marketplace" and was presented by Fred Foutz, VP/Circulation of Gatehouse Media and Gayle Pryor, VP/Circulation for Media General. Both men first gave summaries of what changes each of their companies have gone through and then answered direct questions from the audience with John Murray, NAA VP Circulation Marketing as moderator. This session provided a lot of interactive conversation with the audience.

Dan Lias, HD Manager from The Akron Bacon Journal, Akron, OH presented a case study of the partnership his paper recently went through with another publication as a means of gaining better cost control, improving service and strengthening IC contracts through providing greater profits to carriers. It has been a WIN, WIN, WIN situation for his newspaper.

Bob Rekuc, Manager, Publisher Relations of Audit Bureau of Circulation provided us with a capsule review of most recent changes in ABC regulations designed to help newspapers maximize their audience.

Angie Lyons, Circulation Sales Manager of Peoria Journal Star and Geoff Vanderlin, CM for Sauk Valley Newspapers, Sterling IL. & Bureau County Republican, Princeton IL. offered 45 minutes of great Ideas gathered from our members to promote, retain and grow circulation. Look for their material to be posted on web site.

Monday evening was open for individual dinner plans and later for a gathering to network in the CSCMA hospitality suite.

Tuesday morning started off with John Murray updating us on the many changes NAA is going through to better serve the newspaper industry. His message also included the fact that print newspaper is certainly still stronger than many people think compared to other venues citing daily newspaper readership figures compared to watching the World

## Message From The Chairman (cont'd)

Series, hits on Amazon.com and reality TV show viewers. Promoting our strengths is necessary more now than ever before.

After the last visit with our vendors we conducted our final presentation. Originally designed to be Breakout Panels on Delivery Partnerships with Dan Lias, Electronic Marketing with Angie Lyons and Single Copy Sales with Joe Schaechter, we decided instead to conduct these as a panel presentation with Q&A for all members in the Assembly Hall to be of greater value to all. There was a good amount of interaction with this presentation and all questions were answered by closing.

Be sure to check out our redesigned web page at [www.cscma.com](http://www.cscma.com) for updated details of all award winners, conference pictures on the gallery page, new officer information, conference speaker presentations and the most recent "Letter from President" Bruce Tischer.

Four new Board Chairmen were voted in to new terms at the conference and our vendors voted in a new rep to replace Tom Hamilton, who completed his term. New Board members and officers are: Pete Jones - 2nd VP, Adel Ibrihim - Membership, Courtney Zellars - Training, and Vincent Cone - NAA Representative. Jim Smith from Steel City is our new Vendor Rep.

Get involved! Our board members are in the process of recruiting members now who can assist them in their duties for their respective chairs. Two attending members stepped up at the meeting to enlist as helpers - Julie Schmitt from Gazette Communications in Cedar Rapids, IA. will be helping Adel Ibrihim with driving membership and Brook Powers from The Press in Grand Rapids, MI. will help Courtney Zellars with Training.

Times have radically changed since CSCMA was first established. Our goal, however, has not changed. We serve you by providing opportunities for you to attain personal development through training, channels to network with associates and freely discuss best practices and concerns to insure future success of our newspapers. We ask for your continued participation to support and help us remain strong and grow as a sectional. In this regard, we continue to explore opportunities to partner with other sectionals this year to help us achieve this objective. We are currently discussing a joint Training Conference partnering with our friends at OCMA. Watch your emails and our web site for more information on this opportunity.

As I mentioned at the beginning of this letter, this year's conference was a struggle. We went through nine revisions to arrive at the final program. I was ready to pull out what remaining hair I have on many occasions in the planning stages. I was fortunate enough to have a great group serving on the Board and also so many close industry friends who went way above and beyond to help make this years conference successful in view of the economy and other circumstances. My deepest "Thanks" to everyone who is or has been involved and/or supported CSCMA over the past years to help us be such a consistently solid organization.

YOU make the difference!



Thomas L. Bunch  
CSCMA Chairman  
[tbunch@mywebtimes.com](mailto:tbunch@mywebtimes.com)  
309.824.9545

PS We are all glad to hear that former CSCMA Chairman, Tim Smith is recovering from triple by-pass surgery and expects full recovery and return to work soon

## Legally Speaking

By L. Michael Zinser

CSCMA General Counsel

This month's column will review (1) the value of management rights language in a union contract; (2) a new Supreme Court decision expanding retaliation rights; and (3) an NLRB decision that protects the privacy of social security numbers.

### 1. Management rights flexibility is valuable during recession

Employers that had the foresight to negotiate strong management rights language during the good times are now able to use that language to their advantage during these current recessionary times. No one has a crystal ball. One never can predict future circumstances.

In 2005 one newspaper publisher negotiated into its collective bargaining agreement with the union a clause that reads: "The Company shall have the sole and exclusive right to subcontract work." At the time the clause was negotiated, contracting out its printing operation seemed inconceivable. In late 2008 this same employer shut down its printing operation and entered into an agreement for another company to print its newspaper. The contract language made it all possible.

Today many companies are considering the idea of an "unpaid furlough" to save money. Will your collective bargaining agreement allow this? Again, it depends on the language negotiated. Another employer will be able to do this, due to the fact that it previously negotiated into its collective bargaining agreement the following language:

The Company shall have the right to determine the number of shifts needed, hours of work for such shifts, and the number of employees that it needs for any given shift. The Company shall have the right to determine daily and weekly work schedules for all employees for different job classifications and for individual employees within each job classification.

The Company's management rights article also states that the Company shall have the right to "determine the number of hours per day or week that operations shall be carried on." This employer will be able to "furlough" the employees covered by this agreement.

If you have a collective bargaining agreement, an employer would be advised to negotiate management rights language that maximizes flexibility. None of us can predict the future.

### 2. Supreme Court extends retaliation protection

Title VII of the Civil Rights Act of 1964 makes it unlawful "for an employer to discriminate against any employee who has opposed any practice made an unlawful employment practice by this subchapter." Local government (Metro) was conducting an investigation into rumors of sexual harassment by the Metro School District Employee Relations Director. Crawford, a 30-year employee, reported that the Employee Relations Director had sexually harassed her. She reported this in response to questions asked during Metro's investigation. Crawford was not the employee who made the complaint causing investigation. Rather, Metro initiated a conversation with Crawford, who answered their questions.

The U. S. Court of Appeals for the 6th Circuit ruled that the opposition clause demanded "active, consistent,

## Legally Speaking (cont'd)

opposing activities by the plaintiff.” The case was dismissed because Crawford had not initiated any complaint of her own, prior to the investigation.

The United States Supreme Court reversed the lower decision, ruling that the anti-retaliation provisions protections extend to an employee who speaks out about discrimination, not on her own initiative, but in answering questions during an employer’s internal investigation. “Opposed” goes beyond “active, consistent” behavior in ordinary discourse. The Court ruled that a person can oppose by responding to someone else’s questions, just as surely as by provoking the discussion. The Court stated: “Nothing in the statute requires a freakish rule protecting an employee who reports discrimination on their own initiative, but not one who reports the same discrimination in the same words when her boss asks a question.”

The case was remanded back to U. S. District Court for further proceedings consistent with the Court’s opinion.

### 3. Union is not entitled to Social Security numbers

In a decision that adopted and reversed the findings made by an ALJ, the Board held that an employer violated the Act when it bypassed the union and dealt directly with employees, but did not violate the Act when it refused to provide social security numbers to the union.

While negotiating a collective bargaining agreement, the employer sent a letter to unit employees stating that it had done all it could to avoid an upcoming job action. In this letter the company claimed it proposed a wage increase as well as paid vacation, holiday and sick pay, and that the union rejected the proposals. None of these proposals, however, had ever been presented to the union (the wage proposal presented the next day in negotiations). The false statements concerning union rejection and the proposals never submitted to the union led to the finding of a direct dealing violation. It is important to note that Chairman Schaumber stated he does not believe a per se rule exists where any communication to employees of a contract proposal that has not yet been presented to a union constitutes unlawful direct dealing.

With regard to the information request, the union asked for an updated list of all unit employees by job classification, including their name, address, social security number, job title, date of hire, wage rate, shift, etc. The employer refused to provide any information. The Board held that while the union was entitled to most of the information, it was not entitled to the social security numbers. Board precedent stands for the proposition that social security numbers are not presumptively relevant. Therefore, the union must demonstrate the relevance of its request. In this case, it failed to adequately demonstrate such a need.

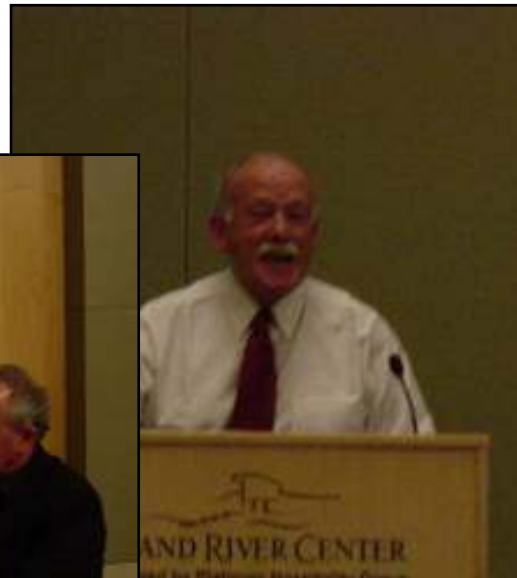
# 2009 Conference Pictures

See you in 2010!



For more pictures  
from the  
conference go to  
[www.cscma.com](http://www.cscma.com)

# 2009 Conference Pictures



*Come visit the CSCMA website!  
Stay in touch with other CSCMA members through our online member list. Don't know your  
login and password? Contact Joe Schaechter at [jschaechter@qconline.com](mailto:jschaechter@qconline.com) or  
[cscma@aol.com](mailto:cscma@aol.com)*