

Join Today!

Membership in TCMA is the best professional organization for circulation management professionals. The training opportunities provided by TCMA are NAA quality for a fraction of the price! TCMA provides an opportunity to recognize newspaper carriers for the day-to-day work they do!

Why not join TCMA today? For only \$50.00 a year the membership benefits, training opportunities, and the carrier recognition program will reap dividends for your newspaper and especially your circulation professionals!



President Lane Aten
Congratulates
COTY Winner Pearl Simon



**Texas Circulation
Management Association**

Training Circulation Managers for Achievement



**Texas Circulation
Management Association**

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*Equipping Circulation
Professionals
Since 1913*

What is TCMA's Purpose?

The purpose of this organization is to contribute to the growth and development of circulation executives, to disseminate the most effective methods of marketing daily newspapers, and to promote the well being of our publishers, the circulation profession and the reading public.

As stated in the purpose of the TCMA By-Laws, TCMA is comprised of Texas circulation professionals organized to stay informed on the best methods that have proven to grow circulation and readership at our respective newspapers. The Texas Circulation Management Association, organized in 1913, has met yearly to disseminate vital information to circulation professionals. Through training seminars and conferences, participants have learned the latest ABC rules from representatives from ABC. Mike Zinser, TCMA's Legal Counsel, has offered mock trials and deposition sessions to drive home how to deal with independent contractors. Single copy and home delivery sessions have provided circulation managers with the proven tools and programs that have grown circulation from small to large metropolitan newspapers.

Carrier of the Year Competition

Day in and day out your carriers deliver your newspaper 365 days a year. Your newspaper may have an internal recognition program for your carriers, but if you are not a part of TCMA, your carriers are missing the opportunity to be recognized statewide and nationally. The Texas Circulation Management Association has a statewide competition each Spring. Nominees compete with carriers by route size. District Managers and Independent Contractors also compete. Winners are recognized at a banquet at the annual conference in their honor and each finalist and winner wins financial awards. TCMA winners go on to compete in the Newspaper Association of America's competition. Only Sectional winners are eligible for the NAA competition.



Becky Reeder
2007 District
Manager

Members Stay In Touch

TCMA members receive a quarterly newsletter entitled, *The Lone Star Review*. This four color newsletter contains a legal review from TCMA's legal counsel, Mike Zinser. News of upcoming seminars and the annual conference are a part of each newsletter. *The Lone Star*

Review includes a Texas Roundup column of news at member newspapers. Our loyal Associate Members have a business card ad on the back cover of each newsletter.

TCMA's web site includes historical pages of previous conferences complete with links to speaker's sites and conference photos. Membership forms, conference registration forms and membership change forms make it easy for members to stay in touch with the Association. Finally, a handy membership roster of newspaper professionals and vendors contains phone numbers and e-mail links .



Vend-O-Rama 2007

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