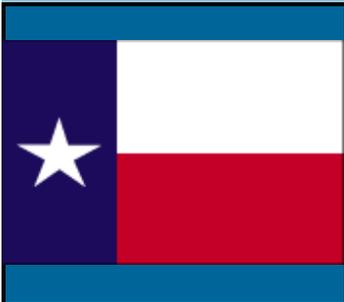


May 2001

TEXAS CIRCULATION  
MANAGEMENT ASSOCIATION

# TCMA Newsletter



## Spring Seminar Cancelled

The TCMA Spring Seminar scheduled for May 17-18 was cancelled due to circumstances in the newspaper industry. The last time a TCMA event was cancelled was during World War II. Although we are not involved in a World War, there is a struggle that has affected every newspaper from Brownsville to Texline! It seems that every newspaper has been hit with a loss of advertising revenues and shortfalls in circulation projections.

When we needed to meet to discuss this critical financial situation affecting newspapers of every size, most publishers cancelled travel for the first part of 2001. **Lane Aten**, Second Vice President, had assembled a super one day seminar at the Omni Southpark Hotel in Austin the week of May 17-18, 2001.

After mailing out registration packets, e-mails and faxes advertising the seminar, it was apparent that there would be very few attending. Because of hotel guarantees, the board felt that with such a low response of registrations, we should cancel and reschedule. Lane was able to negotiate a new date and the associated averted any penalties. Mark your calendars for next year's spring seminar on May 9-10, 2002 in Austin.

### Come to Beaumont!

## Beaumont: October 8-10, 2001

Since we missed the Spring Seminar, it will be **imperative** for you to be in Beaumont on October 8-10, 2001. President-Elect Jo Linda Bishop and President John Whaley promise a conference that will doubly worth any effort you spend to get to Beaumont.

The Board of Directors are meeting Saturday, June 2, 2001, with our conference host, **Jeff Reedy** (Beaumont Enterprise) to continue the work on the program. Watch your mail, e-mail and fax for more information in the coming days!



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#### Special points of interest:

**Mark your calendar now!!**

**2001 TCMA Conference  
October 8-10, 2001**

**Beaumont, Texas  
Holiday Inn –Beaumont Plaza**

# Palming Off Single-Copy Tasks

Using the World Wide Web, handheld computers, bar codes and home-grown applications, the Atlanta Journal and Constitution is on the verge of managing its single-copy sales as never before.

"Nothing is captured at the outlet level unless we go through a lot of pain," says Gary Brockman, circulation-technology director. But relief is coming in the shape of



handheld devices from Symbol Technologies Inc. of Holtsville, N.Y., which run the PalmOS operating system.

A circulation team of five is building on the AJC's experience last year creating software to dispatch salespeople in search of new subscribers—its first foray into PalmOS-based tools. That project led to another to refine delivery of a "select-market coverage" product, distributed to more than 100,000 households each Thursday—and to a TechNews Best Practices Award.

But single-copy sales pose new challenges. There are 15,000 outlets to monitor, 800 distributors to direct and many efficiencies to be gained. The system relies on circulation data

stored in Discus, a circulation-management system from Neasi-Weber International of Northridge, Calif.; the Oracle 8i Web server from Oracle Corp. of Redwood Shores, Calif.; a garden-variety Web browser;

and those handheld computers from Symbol.

Each night, the computers are placed in ethernet-connected cradles in a secure room Brockman calls "the

nursery." Folks out in the field surf in on the Web, using a secure ID protocol. The system detects where each device is, then downloads the appropriate route and draw information.

Brockman says the next step is what sets the Atlanta concept apart from others. A route manager can open up the file for a given route and rearrange the list of drop points "to sequence his route in whatever order he wants to do that particular day."

The "industrial strength" handhelds that distributors will use are equipped with bar-code readers to expedite the counting of returns in the field. A special two-dimensional bar code that looks like "a bunch of dots," as Brockman puts it, will be automatically placed on the front

page of each edition once the AJC's production system is updated to provide that functionality.

At each outlet, the distributor will get a digital signature from a store employee confirming the return count. Back at the AJC, the paperless process will let circulation executives begin sending invoices to outlets, freeing distributors from the arduous task of collecting. According to Brockman, each step is time-stamped, so when sales rise or fall, it will be easy to detect whether delivery times were a factor.

Next up: handheld home-delivery routes. Brockman anticipates that one day, AJC may have 2,000 Palm-OS devices in the field. And that could ultimately lead to address-specific delivery of more than just the paper. "We could deliver potato chips," he jokes.

*Written by Pete Wetmore and reprinted with permission from the January/February 2001 issue of TechNews (www.naa.org/technews), the technology journal of the Newspaper Association of America. (C) 2001, NAA. All rights reserved.*

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## Our Newest Members!

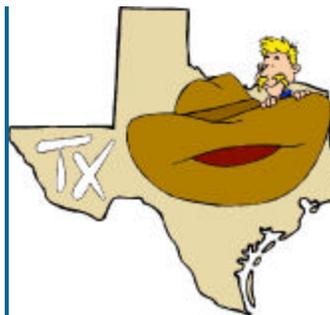
Through May 25, 2001

<b>Chris Boarman</b>	Abilene Reporter News
<b>Bill Benner</b>	Austin American-Statesman
<b>Jose Blystone</b>	Austin American-Statesman
<b>Michelle Carlos</b>	Austin American-Statesman
<b>William Grafton</b>	Austin American-Statesman
<b>Michael Jakle</b>	Austin American-Statesman
<b>Nora Medrano</b>	Austin American-Statesman
<b>Shane Perry</b>	Austin American-Statesman
<b>Kellie Reyna</b>	Austin American-Statesman
<b>Peter Canney</b>	Bryan Eagle
<b>Ginger Nolte</b>	Corpus Christi Caller-Times
<b>Terry Gorham</b>	Faith Works
<b>Tiffany Alvarez</b>	Houston Chronicle
<b>Kristy Hill</b>	Houston Chronicle
<b>Rockie Mills</b>	Houston Chronicle
<b>Lawrence Smith</b>	Houston Chronicle
<b>Richard Guillotte</b>	Jacksonville Daily Progress
<b>Jan Beltrone</b>	Kerrville Daily Times
<b>Scott McMahan</b>	Kerrville Daily Times
<b>Kathy Lehmann</b>	New Braunfels Herald-Zeitung
<b>Robert Spillers</b>	Sulphur Springs News-Telegram
<b>Robert Bensman</b>	Ver-A-Fast Corporation

### TCMA Regional Directors

(Open) (South)

<b>Jack Light (North)</b>	<b>(806) 345 3421</b>
<b>Tyler Patton (West)</b>	<b>(915) 333 7722</b>
<b>Sylvia Gonzales (Central)</b>	<b>(512) 445 3753</b>
<b>Bobby Perry (East)</b>	<b>(903) 794 3311</b>



## Texas Roundup!

### TCMA Newsletter Needs Your Input

The TCMA Newsletter is published four times each year with publications in February, May, August, and November. They are timed to arrive just before or after a major event of TCMA.

In order to get the news out, I need your help! This month's edition contains two articles from the Houston Chronicle. That was easy for me, as all I had to do was transfer these stories from an internal publication. Our membership wants to hear what is happening in your area of Texas.

The SCMA (Southern Circulation Management Association) inserts a newsletter tip sheet in their newsletter. I have posted one on our Web site that is ready for printing or you can complete the .pdf form online and send it to me by e-mail or fax.

What's going on in your newspaper? Who has been promoted and what are they doing now? Has someone retired or started a new business? What new program is working in your market that may help another newspaper? Do you have a story to tell?

Here's your chance to have yourself published and be recognized by your peers. All it takes is a few minutes to put your thoughts and ideas on paper and send them to me.

Who will be first? The deadline for the next newsletter is **August 1, 2001** for inclusion in the pre-conference newsletter.

Vendors are also encouraged to send press releases and photos can be included where applicable. Digital photos may be sent by e-mail to [tcma@texascma.org](mailto:tcma@texascma.org).

—James Smith, Editor

## CAP Services 3,600 New Subscribers

By Noel Bolander, Houston Chronicle



The Chronicle Amenity Program (CAP) is currently implemented through twenty-three management companies and 130 apartment communities. A total of 3,600 subscribers are enjoying Chronicle delivery service to their apartments through the CAP program. Benefits include a subscription discount and the convenience of paying for service with their monthly rent. Subscriber Services has taken a leading role in

the capture and relay of information from property managers concerning service issues. These issues include starts, stops, service and address changes.

Special sales representatives are presenting the program to prospective households on a scheduled basis. Subscription sales are averaging 250 per week. New Business and Vendor Sales Departments combined forces to host a Chronicle booth during the recent Houston Apartment Association Trade Show at the George R. Brown Convention Center. Several hundred at-

tendees visited the booth during the two day show. All were provided literature on the program and given an opportunity to enter a drawing for a grand prize travel certificate.

In an attempt to lower overall costs, the five day sample portion of the promotional efforts will be phased out. No reduction in sales is anticipated. **Doris Sponseller** is developing a schedule for sales sources to re-visit properties after the initial implementation subscription blitz.

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## TCMA Secretary Report

As required by Texas law, the Texas Circulation Management Association's Secretary/Treasurer filed annual reports with the Texas Secretary of State and the Texas Comptroller's office to renew our Charter of Incorporation. Although no franchise taxes are due, the filing of these annual reports keeps your Association's tax free status and Charter up-to-date. You may view the annual Certification of Franchise Tax Account Status by logging onto the Internet at:

<http://www.cpa.state.tx.us/>

Click on the Franchise Account Status link on the left menu bar then click on the CoAS Corporation Search link and enter Texas Circulation

Management Association in the Company Name box. The Secretary of State updates the officers names and that process takes longer to appear on the Web site.

Also required by law, the Secretary/Treasurer filed Federal Tax Form 990-EZ for tax years 1997, 1998, 1999, and 2000. The Association was notified that these forms had not been filed since 1997. Although no tax was due because we are a 501(c)(6) non-profit professional organization, the Association was assessed a penalty for not filing forms for 1998 and 1999. Those penalties have been paid and the

*Our membership  
stands at 263  
members.*

necessary forms will be filed each subsequent year.

Since our last newsletter, we have welcomed 21 new members to TCMA. We are delighted to welcome these newspaper circulation executives as well as new Associate members who are vendors to our profession.

Our membership is now comprised of 263 members or 166 newspaper circulation executives, 56 Associate members, 23 past presidents no longer serving in the newspaper industry and 29 sectional and honorary members.

If you know someone who should be a member of TCMA, contact me, your regional representative or log on to the web site for an application.

—James Smith

# TCMA Board of Directors

<b>Lorenzo Vigliante</b>	<b>Chairman</b>	<b>Bryan Eagle</b>
<b>John Whaley</b>	<b>President</b>	<b>Dallas Morning News</b>
<b>Jo Linda Bishop</b>	<b>President-Elect</b>	<b>Palestine Herald-Press</b>
<b>Paul Jauma</b>	<b>First Vice President</b>	<b>Houston Chronicle</b>
<b>Lane Aten</b>	<b>Second Vice President</b>	<b>Valley Morning Star</b>
<b>(Open)</b>	<b>Regional Director (South)</b>	
<b>Sylvia Gonzales</b>	<b>Regional Director (Central)</b>	<b>Austin American-Statesman</b>
<b>Jack Light</b>	<b>Regional Director (North)</b>	<b>Amarillo Globe -News</b>
<b>Bobby Perry</b>	<b>Regional Director (East)</b>	<b>Texarkana Gazette</b>
<b>Tyler Patton</b>	<b>Regional Director (West)</b>	<b>Odessa American</b>
<b>Wayne Brune</b>	<b>Associate Director</b>	<b>Tex-Trude</b>
<b>David Novitski</b>	<b>Associate Director</b>	<b>M-Perial Group</b>
<b>James Smith</b>	<b>Secretary/Treasurer</b>	<b>Houston Chronicle</b>
<b>Lorenzo Vigliante</b>	<b>NAA Federation Director</b>	<b>Bryan Eagle</b>

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Texas Circulation  
Management Association  
TCMA Newsletter  
May 2001

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## *Buyers Guide Update*

Earlier this year, President **John Whaley** was unsure if he was going find employment with a Texas newspaper. John offered to resign and during his transition, **Paul Jauma** and **James Smith** (Houston Chronicle) volunteered to take the Buyer's Guide responsibility from President-Elect, **Jo Linda Bishop** (Palestine) so she could concentrate on the Fall Conference Program.

Good news! **John Whaley** became a State Circulation Zone Manager with the Dallas Morning News on April 30, 2001. **John** and **Jo Linda** will jointly work on the Fall Program and **Paul Jauma** and **James Smith** will continue work on the 2001 Buyers Guide. One invitation to participate in the Fall Buyer's Guide has been mailed and a second notice will be sent in June 2001. Sixteen ads have been received as of May 25, 2001. If you want additional information, call **James Smith** at 713 220 7644.

# Houston Chronicle Debuts New Distributor Web Site

By James Smith

Designed to be a resource for distributors, the new CD Update Online web site is available by going to [www.cdupdateonline.com](http://www.cdupdateonline.com) on the Internet. There are Web pages for each circulation department. Current issues as well as past issues of the *CD Update* are also available. Subscriber Services has a list of all promotional offers and notices that affect our subscribers. Check out the "Tell Us About It" form on each page. If a distributor has important information or wants to relay problems encountered during their distribution time, they may log on and send a message. As soon as the managers arrive at Kempwood, the message will be waiting for them. The website will include contest announcements and other information needed for the distributor's business.—reprinted from May 2001 CD Update

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