

Lone Star Review

2012 Conference

It's not too early to set your calendar to be in Austin, Texas, on March 22-23, 2012, for the 98th Annual TCMA Conference.

Once again the TCMA Conference will be held at the Omni Southpark Hotel in Austin, Texas. The added expense or availability of other hotels were factors that caused us to return to the Omni Southpark Hotel. The conference has been held at this hotel in the past several years. The easy access and the location of the hotel provide the best value for your conference dollar. The staff of the hotel knows our requirements and is willing to accommodate our requests.

With the popularity of the Lake Lady Bird dinner/boat cruise, the board's "social director," **Kelly Johnson**, is already looking for a venue in the entertainment district of Austin for a night of relaxation and networking. This year's dinner/boat cruise was a last minute selection and next year's event will be included in the conference information so all attendees can plan on participating.

Our new President, Marti Christiansen, is busy looking to provide an interesting conference that can be of value to all sizes of newspapers regardless of their circulation size. The times we live in and the nature of our business certainly have challenges for each newspaper. We have seen titles of Circulation Directors change to Audience Development Directors and consolidations of Circulation Departments into Operations Groups. But with all the title and name changes we still have to deliver a quality newspaper along with satisfying the needs of our advertisers.

With this in mind, Marti is looking for speakers who can share with the attendees how they have taken today's challenges and turned them into revenue streams for the company. For example, many newspapers, small and large, are delivering special advertising packages, ie, Sunday Select, Targeted Sunday delivery, to specific households. One topic that has been suggested is how to verify the delivery of this product to satisfy the advertiser while keeping delivery costs at a minimal to insure a profit for the company.

It is no secret the advent of social media and tablet size PCs

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Follow TCMA on your Facebook page. It's really very simple! Just click on the logo above and then click on Like to have TCMA added to your Facebook page.

We only need THREE more members to click Like and TCMA will have it's own Facebook address.

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Special points of interest

- 2012 Conference
- New Board Members
- New Lone Star Review Sponsor
 - The Zinser Law Firm

***The Spokesman-Review* and the Wages of Patience**

On June 10, 2011, the Pressroom employees of *The Spokesman-Review*, by a 7 to 3 vote, ratified a new Collective Bargaining Agreement. The employees were represented by Teamsters Local 767. After fifteen months of hard bargaining, *The Spokesman-Review* accomplished the following significant changes in its Contract:

Wages—The employee's pay will be cut by 7.5%. *The Spokesman-Review* provided the union no financial information, but rather, relied upon the recession and the state of the economy in the industry to justify its proposal.

Hours of Work—The workweek will be reduced from 36.25 hours to 35 hours. Combining this with the 7.5% pay-cut, payroll actually is being reduced over 10%. Hours can be reduced further if a publication day is eliminated.

Management Rights—Management Rights dramatically are increased in the new Agreement.

Substitution—The concept of Substitution has been eliminated and the subs have been laid off.

No Strike Clause—The union agreed to a comprehensive No Strike clause requiring all employees to cross the picket lines of other unions.

Discipline and Discharge—A comprehensive article was added, significantly strengthening management's right to discipline employees.

Editor's note: The Spokesman-Review was represented by The Zinser Law Firm.

New 2nd VP



Welcome

Eric Buck as the new Second VP on the TCMA Board of Directors.

While meeting in Austin a few weeks ago the Board of Directors filled the open position of Second VP with Eric Buck and advanced **Bill Campbell (Tyler)** to First VP.

Eric Buck is the Circulation Director at the Longview News-Journal.

2012 Membership

TCMA By-Laws require the Secretary to mail membership renewal notices each November for the following year.

Be sure to watch for your membership renewal notice in the November 2011, issue of *Lone Star Review*.

Your membership fee enables the Association to provide you a quarterly newsletter as well as supporting the Carrier of the Year Competition.

A special offer will be made to our Vendor members this year to cover membership, a newsletter ad and buyer's guide ad for a one time payment. No more individual invoices for each service—unless you want it that way.

Don't forget! You can renew online and use your credit card to pay for your membership and other services provided by TCMA.





2008 Vend-O-Rama

Vend-O-Rama is making a comeback at the 2012 TCMA Conference. The always popular vendor event is where the attendees visit each vendor's table, speak with the vendor, and have a special card signed or stamped by the vendor.

At the end of the conference a drawing will be held for cash prizes and other valuables from the cards the attendees had signed.

This is a great time for vendors and attendees to meet and greet.

2012 Carrier of the Year Competition

The 2012 Carrier of the Year (COTY) applications, deadlines and instructions will be arriving in your email inbox in a few days.

Does your newspaper have an on-going carrier recognition program? The TCMA COTY award program recognizes the best of the best. Each year you have the opportunity to nominate your carriers and/or your district managers/distributors. They are on the front lines every day, in all kinds of weather, delivering newspapers to our subscribers. In some cities carriers are even delivering multiple products.

Online Applications

The 2012 Applications will be online soon. It takes only few minutes to complete the application. Just a click sends your application to TCMA! Go to www.texascma.org and then to the Carrier of the Year page. This year's COTY nominating process will be entirely online. If you do not want to send your nomination by using the online process a PDF fill-in form will be available for you to fill in while on the computer, then print and mail. You will also be able to forward the email to all your Distributors or District Managers without having to print and deliver paper copies.

Check out the videos from 2007 through 2011 on the TCMA web site to view previous winners.

Every newspaper has some deserving carriers needing to be recognized. Nominate them today.

New Members

Darrell Synder
Conroe Courier

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2012 Conference

are becoming more commonplace and the newspaper has to be available on this medium. As an Association we need to be on the cutting edge of this technology and sharing with others how we use this in our market.

These are just a few of the topics being discussed. If you have an idea for a conference topic send your idea to

tcma@texascma.org.

TCMA Lone Star Review Sponsors



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