

August 2007

SCAMA scoop

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SCAMA

scoop

from the president...



Dear SCAMA Friends:

Why?

My 16 month old son, Ethan, just learned a new word. It is a four letter word that is widely accepted in the world...MINE. Oh, the power of that little word. It is clear to my wife and me that he fully understands the meaning and has learned that when projected and properly enunciated with passion, things happen a little faster...people tend to respond. My fear, of course, is that MINE is the precursor to WHY. Why is the sky blue? Why does the dog have to go outside to potty? Why does mommy paint her face? Why does daddy have hair on his face? Why this? Why that? Why? Why? Why?

You might be asking WHY I have chosen this as the topic of the President's letter. Well, the message is simple. It occurred to me that this is a question we must begin asking ourselves with great regularity. Seriously, we should question everything. Why do we charge by the line? Why do we charge by the inch? Why do we bundle? Why do we run that special section? Why does this or that not apply to DVC contracts? If the answer fails to produce the litmus test as it applies to business TODAY, we should re-think our position.

I was entertaining a group of 10 corporate interns selected to be part of Morris Communications Managers in Training program where my role was to provide insight to the world of Classified advertising and impart valuable knowledge as to how we do business. While covering the differences between retail and classified measure and manually calculating line and display rates, one of the students asked me why we billed by the line? She followed this question with a statement, another question and a final statement that I thought I would share below:

"This is simple math but it ridiculous that we subject our customers to this."

"How long have you been doing business this way?"

"It might be time for a change."

This represents the opinion of the next generation of decision makers. I challenge you to ask yourself why we do business the way we do and more importantly, to remain open to changing even if it means modifying 200 years worth of history of billing by the line. Those who will soon be running businesses are accustomed to a world of instant gratification and convenience and we would do well to get ready to serve them.

A handwritten signature in black ink, appearing to read "Jimmy". The signature is stylized with a long horizontal line extending to the right.

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Omni Park West Dallas TX February 8-13, 2008

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Marketing-New Member
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THINK BIG. THINK DALLAS.
2008 SCAMA CONFERENCE

OMNI DALLAS HOTEL AT PARK WEST, DALLAS, TX ♦ FEBRUARY 8-13

SCAMIA

Scoop

member regional news

Alabama

Larry Leibengood
Birmingham News

Top auto account revenue was up 45.8% for the month, and is up 20.3% year-to-date. Eight of our top ten dealers were very strong in June with spending increases ranging from 9.7% to 1300% to prior year. Our full and half-page programs are doing well, but we have begun to cycle the programs. That means our next six months numbers are unlikely to show the gains we've had in the first six. Top real estate account revenue was down 0.9% in June. Year-to-date, top real estate account revenue is up 5.5%. May sales of Birmingham-area existing single-family homes dropped 1.2%, the sixth consecutive monthly decline from the previous year. Average time on the market is 109 days, compared to 97 days for the same period in 2006. Recruitment lineage was down 4.8% in June. Medical is still running behind last year, but is slightly better than early 2007. National continues to struggle. Drivers and Trades classifications were down 35.3% and 34.8% respectively. We have launched a 2 for 1 offer on National display (12" or larger – run one Sunday and get one Sunday free) to try and reduce the National revenue shortfall. Our free Merchandise ad program continues to do well. We took 3,304 free ads during June – our best month since launch (March).

Al Andrepont
Gadsden Times

Recruitment advertising is still well below average and does not show signs of improving at this point. With 3% unemployment and slow to no growth, it is difficult to say the least. We are prospecting with Wanted Technologies and competitors and having some success...but not near enough. Auto has picked up some and holds some promise. Private Party and Real Estate are still doing well. We went live with Monster.com and Salesforce.com in the last few weeks. So far no major issues with either one. Lots of learning curves but the staff is responding well.

Sheila Runnels
The Times, Huntsville

June was another strong month for Huntsville. Gains came from auto +9%, employment +1.3, and real estate was up a whopping 46%. There is much available real estate inventory in our market, in preparation for the BRAC relocation efforts. This is definitely working to our benefit! We continue to have strong representation in online upsells, and recently rolled out a new high-tech magazine effort, which should feature real estate and recruitment advertising. We are holding our first "Mega" Career Fair on August 6, and have 28 exhibitors on board at this time. We are seeing some staffing turnover and illness, so this is taking quite a bit of our time. But thankfully, we are still hitting those budgeted numbers!

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Ted Borelli

Gazette Communications, Cedar Rapids

June was a tough month for our department ending up at 86% to budget. The struggling categories that hurt us the most were Auto and Real Estate. On a brighter note, our call center was on target. We created new packages by category and are continually to work with our staff to present these packages tying in the benefit to the consumer. With the help of classified concepts we have implemented a garage Sale map program that has helped increased ad count and lineage in the Garage Sale category. We are launching a new Real Estate Vertical this month and have heard great feedback from our agents and brokers. We plan to tie in a rental application in late August and hope that this will help the slide in the rental category.

Georgia

Tony Bernados

The Augusta Chronicle, Augusta

As we introduce the heat of Summer, so falls the classified revenue in Augusta. This was the worst month of the year and with good reason. Combine 4 unfilled positions in the recruitment category and a week of Yahoo training that kept the remaining reps out of pocket for over a week and you have a small taste of why recruitment killed us this month. At 32% below prior year, it left me singing the summer blues. Still, real estate continued to blossom with a growth of 40% over last year and 9% over budget. Unfortunately, it was not enough to mask the losses of recruitment and automotive. Auto was 7 % below budget.

Tangela Walton

Journal Constitution, Atlanta

The overall Classified Department revenue numbers were down 22% for the month of June, compared with the same period last year. We are tracking down 18% year to date. However, some of the positive areas included- Obit revenue, up 3.5% for the month and 9.3% year over year, Celebrations revenue up 19.6% vs. the same period last year and 20.6% year over year, Legal revenue is up 33.4% in June and up 1.7% year over year and finally, our religious advertising revenue was up 57% for June and up 26.3% year over year. Our new real estate packages are starting to get some traction, we mailed out over 200 for sale by owner/AJC branded signs in June and we are on track to send out 800+ in July.

Gretchen Speerstra

The Morning News, Savannah

Savannah continues to focus in all areas for continual

growth in the Classified Department. Real Estate has been very successful this year.

Revenue for the month of June is \$114K over last year.

Auto continues to struggle however many new initiatives are in place to gain over some losses through the course of the year. Employment category remains soft through the month of June compared to last year's revenue. Savannah recently switched from Career Builder and partnered with Yahoo! Hot Jobs. There is great opportunity for increased revenue with this new relationship. Management and Recruitment Representatives are going through extensive training and will continue until they are able to offer every possible valued solution to employment customers.

The inside sales department continues to work on multiple group pages that offer great exposure to customers in many different areas. We had great success with the Flag page which runs on Flag Day, Memorial Day and 4th of July. Reps are currently focusing on our Back to School special section and having great success! They are also working on our 2nd annual Labor Day Special. The company has created some great incentives and rewards for the continued success of this section.

Savannah continues to focus daily on a strong outbound process with blocked time allocated daily to each rep. There is a minimum requirement from each person and is tracked daily to see what new, green revenue is generated for the salesperson and company. This is a very strong program that has proved to be very successful for the department.

Savannah Classified staff has been going through weekly outbound training by different consultants. This training is equipping each sales person with the key pieces to make productive calls whether they're made over the phone or on the road. The key to the success of this program is not only equipping the staff, but also developing them to be professional sales people and not ad takers. It's a completely new school of thought for many and those that have adopted the program and put forth the efforts are already reaping the benefits.

Kentucky

Nancy Reece

Kentucky New Era, Hopkinsville

We finished June 9.7% over budget and our ad count was up about 9.5%,. We were also 15.3% over our Legal Notice budget. Automotive and Real Estate were up slightly, but our biggest gains were in Business Services.

Louisiana

Deb Lemen

The Daily Advertiser, Lafayette

Daily World, Opelousas

Town Talk, Alexandria

We were down 6.3% for May. Our largest loss still continues to be the Employment segment with all others holding their own. We are seeing increased activity on our 24/7 online ad solution. Our call counts still continue to be strong. We are averaging 35 employment videos per week. In July we will launch our real estate videos. In May we had great success with our Mother's Day page, this year we added kids letters to their mothers. We are planning on a similar Father's Day promotion in June. In July we will launch our version of yellow pages online. We have just launched a strong initiative on a outbound calling program for both employment and private party.

Missouri

Patti McDonald

Daily Tribune, Columbia

June proved to be a challenge for us as we eked by our goal by \$3,000. Line revenue continues to be down, this month almost 2%. Ad Count is also down, the most dramatic loss in Employment (-19.69%). Notices continue to be up, accounting for a whopping 36% jump in revenue over last year. Our Retail and Classified Display ad sales are consistently our new bread and butter with us trampling our Classified Display revenue goal with 205% of budget. We spent most of the month working on our Boone County Fair Marketplace, which allows us the use of color and more complex design in line ads and the all too important opportunity to upsell the smaller customers into a fun special section. Hopefully, the future will bring more color to our regular Classified section as this has been both successful for our customers and our department.

Oklahoma

Venette Perry

Opubco Communications Group, Okla. City

Focus for several classified employees continues to be the media conversion to SAP (which includes a new classified "front end system", order entry for Display, as well as Finance, and Circulation) taking numerous people out of their regular jobs to help with the planning, configuring, testing and ultimate install of the new system. Planned live date remains set for Oct. 1! Track notes -- Recruitment just completed the successful sale of their 2nd virtual career event, replacing planned live events for Q2 and Q3. Both times we have surpassed revenue goals versus

the live events as well as, obviously, realizing higher profit margins and less need (zero!) for staff resources to be out of the office an entire day during the live events.

Sales Center call volume continues to be down, which accounts for decreased order count but overall in classified revenue is increased due to outstanding attention to the upsell of niche products, online upsells and increased lineage. Automotive continues to be a high point for us, YTD up 14.85%; Employment is up 1.06%; Real Estate up 5.88%; Recreation up 2.43%; Announcement 2.17%. Categories struggling include Rentals down 9.05%; merchandise down 8.79%; and service directory down 8.13%.

South Carolina

Joel Cardwell

Post & Courier, Charleston

Can't write much. Trying to find a way to improve on the June numbers. Classified revenue grew 15% last June over year prior on the strength of real estate and employment, both have turned sour this year. Real Estate down 9%, Employment down 14%, Automotive down 7%. Real Estate sales are down 20% in the Charleston area to last year, and it's having a ripple effect on every segment of our economy. Looks like the SCAMA idea book needs to come out quarterly instead of once a year!

Texas

LaRetha Vincent

The Chronicle, Houston

Employment: Year to date employment revenue is flat.... online is up 40%. With the Yahoo! Hotjobs partnership just underway, we are looking to make great strides within the online space by taking advantage of the added suite of products throughout the National footprint. We're going to continue our trend of being innovative and cutting edge in our offerings and sales approaches. Automotive: Automotive continues to struggle. June was down 25% as compared to last year. Year to date, revenue is off 19%. New plans to turn the tide include more creative packaging and bundling, a better used car program, enhanced online offerings, better direct marketing options, and a more aggressive stance against competitive media. Real Estate: We have developed a commercial real estate page that has generated new business by running "commercial real estate transactions" in every Monday's Business section. The transactions build the trade traffic. Our staff has sold modular sized ads (commercial real estate companies) around the transactions. It's a business to business play that has generated new actives and revenue.

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SCAMA Scholarship Foundation Application

Marketing, Advertising, Journalism, Business, Accounting, Computer Science

The SCAMA Scholarship Foundation, Inc. has been established to recognize and assist worthy students majoring, or planning to major in, the above fields. Recipients will be selected on the basis of academic achievement and a demonstrated financial need. Other considerations include character and leadership potential as well as community and/or school involvement. Preference will be given to applicants who are relatives of active members of the Southern Classified Advertising Managers Association or other newspaper trade associations; however, such a relationship is not a requirement for consideration or awarding of the scholarship.

Personal Information:

Name: Last _____ First _____ Middle initial ____

Address: Street _____ City _____ State __ Zipcode _____

_____/_____/_____
Phone: Area Code/Number _____ Social Security Number _____ Parent or Guardian Name _____

Children in family _____ Number of children in college and names of schools _____

Currently receiving or anticipate any support from scholarship or grants ___yes ___no

Indicate type of support _____

Describe any special or unusual financial circumstances affecting family: _____

Academic Information:

High School _____ Year graduated _____

List academic honors _____

List extracurricular activities (list school, athletics, community and/or church): _____

Attach brief biographical sketch emphasizing your academic goals and how receiving this scholarship would contribute to their achievement. Minimum 200 words, Maximum 300 words.

Attach copy of latest academic transcript.

Personal statement:

I wish to pursue a course of study that reflects a major concentrating in ___Marketing
___Journalism ___Accounting ___Advertising ___Business ___Computer Science.

In support of this declaration, I send the above biographical sketch and have explained why I wish to concentrate in the academic area(s) checked above.

Applicant signature _____ Date ___/___/___

Copy this application if extra copies are desired. Mail not later than August 31 for the following academic year to: SCAMA Scholarship Foundation Inc. PO Box 531335, Mountain Brook AL 35253-1335.

Sponsor name _____ Address _____ Phone _____ Relationship to applicant (in any)

This month's question:

How are you using your ACD telephone system technology to improve efficiency and reduce the lost call ratio and hold time in your call center?

Suggest a question to

Terry Hall
thall@times-dispatch.com

Ann Nash
Classified Inside Sales Manager
Press-Register
Mobile, AL

We are able to see when our peak call times are and schedule staff accordingly. In our monthly staff reviews, we let the reps know what percent of time they were in "not ready" and how many calls "returned to queue" and how many "timed out." Return to Queue means the call came into the rep's line and they hit "not ready," which sends the call back into the call queue. Timed Out means the call rang unanswered until the system put it back in queue. Since we have included this information in our reps' performance reviews, the figures have changed dramatically.

Elaine Morgan
Advertising Director
The Herald-Sun
Durham, NC

Here at The Herald-Sun we monitor abandon calls, identify what time of day most occur and arrange work schedules accordingly. We also subscribe to Classified Plus. If all our lines are busy, the call rolls to Classified Plus. Classified Plus takes classified calls for us 24/7, making it easier for private parties to place ads at their convenience.

Larry Leibengood
Classified Advertising Director
The Birmingham (Ala.) News
The most basic use is for scheduling of staff and reminding people to get on the phone (a constant in my 25 years in the business). More recently, we have used the technology

to overflow calls to Classifieds Plus, reducing lost calls. Our next step (before the end of '07) will be the addition of a call monitoring product from etalk. The technology will allow conventional call monitoring, scheduled call monitoring (x number of calls per month for each sales rep), scheduled frequency (every 10th call for every sales rep), on demand recording, storage of a month or more of call recording, the ability to search for recordings that contain "emotion" (an upset caller, or sales rep), and the ability to search recordings for specific words, names, etc. We expect this technology to substantially impact the quality of our call handling and to result in significant error reduction.

Bruno Giovannoni
Regional Classified Manager
Media General Central Virginia Community Newspapers
Charlottesville, VA

We are using the ACD reports to measure call volume by day parts and staffing the high volume hours accordingly. Better phone coverage assures lower lost call ratios and hold times.

Tom Doucet
Classified Advertising Sales Manager
Spartanburg Herald-Journal Newspapers

We have all but turned off our ACD. We are outsourcing our inbound calls to Classifieds Plus in Buffalo, NY.
ad.

call volume report

June 2007	In-bound Call Volume	Ads Placed On-line	Third-party Ad Volume	M or D*
Birmingham, AL News	-8.3%	473	4449	M
Huntsville, AL Times	-13.9%	229	588	M
Mobile, AL Press-Register	-3.8%			M
Atlanta, GA Journal-Constitution	-19.9%			P
Winston-Salem, NC Journal	-6.2%			P
Oklahoma City, OK Oklahoman	-18.8%	414	1168	M
Charleston, SC Post and Courier	-16.0%	567	1018	M
Rock Hill, SC Herald	0.0%			P
Richmond, VA Times-Dispatch	-14.0%	344	1630	M
Group Average	-11.2%			

*M stands for measurement based on a calendar month.
P stands for measurement based on billing period.

On The Move...



Miller to Augusta

Brett Miller has accepted the position of Classified Inside Sales Manager for The Augusta Chronicle. Brett moves to Augusta from The Toledo *Blade* in Toledo, Ohio. He has ten years of classified experience ranging from Real Estate to New Business Development.

Baxley retires after 28 years

Lynn Baxley has retired from the Ocala *Star Banner* after 28 years of service in a variety of positions, lastly as the paper's call center manager. Successor to Baxley will be Melody Day.

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Regional News Concluded...

Virginia

Bruno Giovannoni
Media General Central Community Newspapers

Gains in Employment advertising were overshadowed by losses in Real Estate and Automotive. Other was flat. New revenue initiatives include a weekly rack & stack Employment tab, a weekly small auto dealer program and a monthly commercial real estate tabloid. Anne McKenzie, a member of the outside real estate team, was recently promoted to Classified Supervisor.

Terry Hall
Times-Dispatch, Richmond

Auto showed an increase in lineage over the previous year for the first time for as far back as I can remember (+4%). Other gains were in Legals (+15%) and Obits (+18%). Unfortunately, most of the other categories experienced losses: Rentals (-27%), Employment (-15%), Merchandise (-5%) and Property for Sale (-1%). The Services category was even with last year. Initiatives this month include re-organizing the inside sales team to create specialty groups within the call center and creating a used car automotive program.



No matter how busy things get, there's always time to enjoy good food in Louisiana, particularly when it comes to jambalaya. Immediate past president of SCAMA Mike Nola, Classified Director of The Advocate, is shown above (third from left) with his newspaper's team that captured 2nd place in Baton Rouge's United Way Jambalaya Cook-off in late July. The Advocate was up against 32 other teams. The Advocate team took first place in 2002 and 3rd place in '05. "We're cookin' down here," laughs Nola.

On the move concluded...

SCAMA Director Deb Lemen is the new classified advertising director at the *Green Bay Press-Gazette* in Green Bay, Wisconsin. Previously she was classified director at Lafayette, Louisiana since 2005 and prior to that location at the *St. Joseph, Missouri News-Press*.



SCAMA

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