

# CWCMA News

July - August 2011

## President's Message Steve Coffeen *Las Vegas Review-Journal*



I trust you and your staffs enjoyed the summer season as we enter fall and the CWCMA Informational period as well. I am referring to our Southern and Northern Sectionals that are right around the corner.

As our business continues to change and evolve, it is imperative that all of us be informed. The new strategies that are evolving and emerging are exciting and in many cases, very unique.

It is essential that you mark your calendar for Friday, September 30th for the Southern Sectional and for Friday, October 21st for the Northern Sectional. The best news yet, these meetings are free to all members as we equip ourselves for the coming year.

The Southern Sectional will be held at the Press-Enterprise building at 3450 Fourteenth Street, Riverside, CA 92501. The schedule will begin at 9 AM and will finish at 3 PM and we would like to thank our sponsors for their generous support.

Craig Webber has an exciting list of speakers and topics ready for us. These topics include Responsible Couponing, Leveraging your Call Centers in the Internet Age, Key Sales Programs with low CPO's and Ideas on Single Copy Scan Based Sales.

The Northern Sectional will be held at the San Ramon Valley Conference Center at 3301 Crow Canyon Road, San Ramon, CA. Our host, Melvina Ponzio, has several topics lined up for the meeting on October 21, 2011. Some of those ideas will include Digital Media Concepts, new Trends and Ideas with Call Centers, new ABC update and more Thoughts from Michael Cruz.

The 93rd CWCMA Sales Conference will be held at the beautiful Planet Hollywood Hotel in Las Vegas on April 18-20, 2012. Be sure to register now to take advantage of the early bird registration fee. This special rate is good for a limited time only so take advantage of it now by registering at [cwcma.com](http://cwcma.com). The room rates are set at \$99 per night and the rooms are spectacular. Peter Gutierrez is setting up a top notch program that I will guarantee you will bring a treasure load of ideas back to your Publishers and newspapers. Register now!

# 2011 CWCMA Southern Sectional

Presented by CIPS Marketing  
September 30, 2011

*The Press-Enterprise* in Riverside, CA is hosting the event in the Orangecrest Conference Room on the 1<sup>st</sup> Floor.

We have lined up recognized and knowledgeable speakers to keep us up to date on what's happening in our region and the industry. And, all this information is **FREE for CWCMA members, guests and non-members!** So come one, come all! You really don't want to miss this one. Plan to stay until the end so you will be eligible for one of our great door prizes! **You have to be here to learn about them and win!**

The program has been designed to offer something for everyone! Check out this agenda!

<b>Time</b>	<b>Topic</b>	<b>Speaker</b>	<b>Company</b>
9:00	Introduction & Welcome CWCMA Announcements	<b>Craig Webber</b> <b>Steve Coffeen</b>  <b>Peter Gutierrez</b>	<i>The Press-Enterprise</i> <i>Las Vegas Review Journal</i> CWCMA President <i>The Record</i> , Stockton CA CWCMA 1 <sup>st</sup> Vice President
9:15	Leveraging Your Call Center to Drive Results & Marketing Newspapers in the Internet Age	<b>Arden Dickey</b>	Dickey & Associates – Founder and Owner, Parkland, FL
11:00	<b>Break – Refreshments provided by our friends at CIPS Marketing Group inc., Empereon Marketing, Gary Edwards Inc., GP Plastics, Mather Economics, Tribune Direct, Universal Circulation Marketing, Circulation Marketing Inc., and Goal Getters</b>		
11:15	Working With the Communities You Service	<b>Craig Webber</b>	<i>Press-Enterprise Company</i> CWCMA 2 <sup>nd</sup> Vice President
11:45	Presenting Sponsor – CIPS Marketing Group	<b>Kennedy Higdon</b>	
12:00	<b>Lunch – Provided by our friends at CIPS Marketing Group inc., Empereon Marketing, Gary Edwards Inc., GP Plastics, Mather Economics, Tribune Direct, Universal Circulation Marketing, Circulation Marketing Inc., and Goal Getters</b>		
1:00	Responsible Couponing – Part 1	<b>Ryan Brown</b>	Grocerysmarts.com – Owner and Founder
1:45	<b>Break – Refreshments provided by our friends at CIPS Marketing Group inc., Empereon Marketing, Gary Edwards Inc., GP Plastics, Mather Economics, Tribune Direct, Universal Circulation Marketing, Circulation Marketing Inc., and Goal Getters</b>		
2:00	Responsible Couponing – Part 2	<b>Frank Horvath</b>  <b>Peter Gutierrez</b>	<i>Los Angeles Times</i> , CWCMA President Elect <i>The Record</i> , Stockton CA CWCMA 1 <sup>st</sup> Vice President
2:30	Turn Key Sales Programs With Low CPO and Single Copy Scan Based: What Can be Done	<b>Steve Coffeen</b>  <b>Craig Webber</b>	Las Vegas Review Journal CWCMA President <i>The Press-Enterprise</i> CWCMA 2 <sup>nd</sup> Vice President
3:00	Q & A		

*\*speakers and topics subject to change*

RSVP to [cwebber@pe.com](mailto:cwebber@pe.com) along with the names of your Company's attendees, or call 951.368.9659 and head to Riverside for a day of sharing and connecting with colleagues. Space is limited, so don't delay. RSVP today! We look forward to seeing you in Riverside on Friday September 30, 2011.

CWCMA Spotlight on .....

**Dealton Brown**  
Regional Circulation Director  
McNaughton Newspaper Group



Personal

I grew up in La Porte, Indiana, and have four brothers and two sisters. I have two children--- Cassandra Box, 33, and Kenny, 30. I am currently not married.

In the late 1970's I attended Indiana University. My hobbies are collecting antiques, golfing, and hiking. I enjoy reading trade publications.

My favorite vacation spot is Costa Rica.

Business

I began my career in the Chicago area working for a distributor of the *Chicago Tribune* and *Sun Times* in 1978-79 and worked for *The Rocky Mountain News* from 1980 to 1995. From 1996 to 2002 I worked at various locations for Community Newspapers Holdings, Inc., and *The Bakersfield Californian* from 2002 to 2004. I was self employed in newspaper sales from 2005 to 2007 and have been with *The Daily Republic* (McNaughton Newspaper Group) since 2007.

In the coming year I will face the same challenges as most people in my position. I will have to focus on cutting expenses, maximizing circulation growth, and on retaining and servicing our current subscribers.

The late Roy Sloan of *The Rocky Mountain News* was my mentor. He taught me "Circulation 101." He told me that all I am trying to do is take the newspaper from the plant and give it to a subscriber; how complicated can that be? I never forget that.

Contact Information:

I can be reached by telephone at 707.427.6931 or by email at drbrown@dailyrepublic.com.

My company's Website is www.dailyrepublic.com.

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## Legally Speaking .....

**Mike Zinser**  
**CWCMA Legal Counsel**



The Zinser Law Firm  
Nashville, Tennessee

### 1. “Way Cool” Twitter Does Not Protect the Inappropriate

A reporter at the Arizona Daily Star in Tucson, Arizona, had two Twitter accounts, one that was to be used for Company business to develop a following and drive readers to the newspaper. On his Company-related, Company-affiliated Twitter account, the reporter “tweeted” the following:

1. August 27, 2010—“You stay homicidal, Tucson. See Star Net for the bloody deets.”
2. August 30, 2010—“What?!?!? No overnight homicide? WTF? You’re slacking Tucson.”
3. September 10, 2010—“Suggestion for new Tucson-area theme song: Droening [sic] pool’s ‘let the bodies hit the floor.’”
4. September 10, 2010—“I’d root for daily death if it always happened in close proximity to Gus Balon’s.”
5. September 10, 2010—“Hope everyone’s having a good Homicide Friday, as one Tucson police officer called it.”

In addition to the homicide tweets, the reporter posted several tweets of a sexual, double entendre nature:

1. September 14, 2010—“Surrounded by MILFs and tweens.”
2. September 15, 2011—“Go (NAKED) Cats!! RT@STarNET: UA student featured in Playboy’s PAC-10 issue.”
3. September 19, 2010—“My discovery of the Red Zone channel is like an adolescent boy’s discovery of his... let’s just hope I don’t end up going blind.”

The reporter was counseled about the inappropriate nature of these tweets. After being counseled for these inappropriate tweets, on September 24, 2010, using the Company-affiliated Twitter account, the reporter criticized a local TV station, referring to their on-air people as “stupid TV people.” This generated a complaint from the station manager. In his complaint, he said, “I feel since this particular Twitter account is affiliated with the Star, a tweet like that becomes unprofessional.” Management agreed and fired the reporter.

The Arizona Daily Star newsroom is a non-union. However, the fired reporter filed an unfair labor practice charge at the National Labor Relations Board (NLRB) claiming he had engaged in protected activity. Obviously, the reporter was aware that social media cases are a current, hot issue for the NLRB. The local office of the NLRB sent the case to the NLRB’s Division of Advice in Washington D.C. Unbelievably, the agency pondered the case for months.

Arizona Daily Star reminded the NLRB that less than three months after the reporter’s inappropriate homicide tweets, Congressman Giffords was shot in the head in Tucson and others were killed in a senseless massacre. Arizona Daily Star argued that any attempt by the NLRB to seek reinstatement of this employee in Tucson would be publicly unseemly under the circumstances. Whether posted on Twitter, written in the newspaper, stated in a broadcast, or posted on Facebook, such commentary by the reporter would be considered inappropriate and unprofessional.

Additionally, Arizona Daily Star argued that reinstatement of this employee would violate the First Amendment rights of the newspaper. Whatever the reporter tweeted on his Company-related Twitter account was content. Arizona Daily Star has a First Amendment right to control the content of all of its media platforms.

## CWCMA Vendor Spotlight on .....

**Bob Giambelluca**

**President / CEO**

Unique Communications Group, Inc.  
(Formerly known as Circseller, Inc.)



### Personal

Most people know me as “Bobby G.” I grew up in the beautiful vacation mecca of Buffalo, New York, with two sisters (both educators). I am the middle child.

My wife, Susan, and I met while working for the Orange County Register in 1988. We were married on the beach in Del Mar, California.

We have three children. The oldest is Misti, who is married to a paramedic near Atlantic City, New Jersey, and has blessed us with our only grandchild, Kayli, who is 2 years old. Our son, Nick, lives in Manhattan and works in hotel management. Our younger daughter, Morgan, will start college this year and plans to become an elementary school teacher.

In my spare time I enjoy the outdoors---hiking, biking, and riding our Harleys.

I attended Niagara University in Niagara Falls and graduated in 1978 with a BS in marketing and political science.

The best book I’ve read in the past year is “The Shack” by William Paul Young.

### Business

I have served the newspaper industry for 30-plus years. I actually grew up in the business since my father was a circulator for 46 years in Buffalo.

The transition to my own company came about while I was Vice President for Thomson Newspapers. They decided to sell their print properties and I opted for a buyout. Through UCG/Circseller, Susan and I have been blessed with twelve successful years continuing to serve the industry we love---newspapers.

Our company is a customer contact center providing solutions to our client partners in areas of inbound customer service, outbound retention and acquisition, single copy rack refurbishing, POS displays, decals and more.

Since newspapers are our primary business vertical, all of the challenges we face mirror and are tied to those of the newspaper industry.

I can be reached by telephone at 480.396.4065 or 800.247.2757.

My email address is [bob@ucgcenter.com](mailto:bob@ucgcenter.com) and our company Web site is [www.ucgcenter.com](http://www.ucgcenter.com)

The NLRB does not have the authority to dictate what content we can choose to distribute on Twitter. That goes to the core of entrepreneurial control and the First Amendment rights of the newspaper. On April 28, 2011, the NLRB dismissed the charge. The terminated reporter appealed. On June 6, 2011, the NLRB's Office of Appeals denied the reporter's appeal, upholding the discharge. Editor's Note: Arizona Daily Star was represented by The Zinser Law Firm.

## 2.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:

1.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.

2.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.

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

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

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

6.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.

## *CWMA Newspeople*

Kelly Leibold of the *Auburn Journal* announces a new e-edition. [Click here for the complete story.](#)



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# CWCMA Calendar

September 30, 2011  
Southern Sectional  
Press-Enterprise, Riverside, California

October 21, 2011  
Northern Sectional  
San Ramon Valley Conference Center  
San Ramon, California

CWCMA Legal Seminar XXXII  
February, 16, 2012  
Embassy Suites - Walnut Creek, California

April, 18 - 20, 2012  
CWCMA/NICE Sales Conference  
Planet Hollywood - Las Vegas, Nevada

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