



*Today's video conference call will begin shortly.*

### Tips for Conference Attendees:

- Please mute your computer so background noise is not distracting.
- Questions can be typed into the chat box at any time.
- This call is scheduled for 60 minutes. We will be recording the call, and that recording will be made available to participants after the call. If you have to leave the call before the end of this video conference, you won't miss anything!
- A PDF version of today's PowerPoint will be available to all participants after the call, too.
- We welcome your feedback. Please send your comments and suggestions to [edward@snpa.org](mailto:edward@snpa.org)

# SNPA



## P2P INITIATIVE

April 19, 2018  
Video Conference – Tactical Cost-Cutting

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## Additional upcoming “P2P” (Publisher-to-Publisher) video conference calls:

- May 17 - Organizing your salesforce
- June 21 - Leveraging data to build audience and diversify revenue
- July 19 - How your news coverage impacts your venue
- Sept. 20 - Creating a digital agency
- Oct. 18 - Revisiting your organizational structure
- Nov. 15 - Diversifying revenue for success

***Always the Third Thursday of the month!***

***Registration opens one month in advance of each call at [www.snpa.org](http://www.snpa.org)***



**P2P INITIATIVE**

### **Today's conference moderator:**

Tim Prince

Vice President, Boone Newspapers  
Publisher, Shelby County Reporter  
Columbiana, Ala.



## Cost-cutting ideas submitted by:

The Sun, Jonesboro, Ark.

Suwanne Democrat, Jasper News and Mayo Free Press (Live Oak, Jasper and Mayo, Fla.)

CNHI (Valdosta, Thomasville and Moultrie, Ga.)

Effingham Daily News, Effingham, Ill.

The Herald Bulletin, Anderson, Ind.

The Goshen News, Goshen, Ind.

CNHI (Indiana Media Group)

Traverse City Record-Eagle, Traverse City, Mich.

Omaha World-Herald, Omaha, Neb.

Niagara Gazette, Niagara Falls, N.Y.

Ashtabula Star Beacon, Ashtabula, Ohio

The Advertiser-Tribune, Tiffin, Ohio

The Edmond Sun, Edmond, Okla.

Enid News & Eagle, Enid, Okla.

The Oklahoman Media Company, Oklahoma City, Okla.

The Herald, Sharon, Penn.

Kingsport Times News, Kingsport, Tenn.

Citizen Tribune, Morristown, Tenn.

Richmond Times-Dispatch, Richmond, Va.



**Accessing the slides after this call:**

**<http://snpa.static2.adqic.com/static/P2P-04-19-18.pdf>**

We also will be sending this to you in an email,  
along with a link to a recording of today's call.



# Richmond Times-Dispatch Richmond, Va.

## Free-Standing Inserts

### **The savings strategy:**

Challenge the conventional wisdom that we must have insert capabilities every day in our production center. Staff the inserting facility to match the declining volume of free-standing inserts that are scheduled for the newspaper. Aim to minimize the days that free-standing inserts are scheduled to be inserted into the Richmond Times-Dispatch, and find savings without hurting our relationships with revenue customers.

### **The background:**

Free-standing inserts have continued to decline with overall advertising revenue throughout the years. The most productive days for inserts were determined to be Wednesday, Friday and Sunday. A task force was pulled together and came up with the recommendation to go to a three-day-a-week inserting operation in late April 2017.



Tom Silvestri, President and Publisher  
Richmond Times-Dispatch  
(804) 649-6121 • [tsilvestri@timesdispatch.com](mailto:tsilvestri@timesdispatch.com)

**Continued on next slide**



**P2P INITIATIVE**

## **Richmond Times-Dispatch (continued)**

### **Richmond, Va.**

## **Free-Standing Inserts**

### **The actions:**

Advertisers were notified that Wednesday, Friday and Sunday would be the only days that inserts would be accepted. Press and inserting schedules were revamped along with position eliminations in the inserting facility and on the maintenance staff. There were three full-time eliminations, and the number of temporary employees was reduced by more than 10 percent.

### **The upshot:**

This schedule allowed the inserting facility to go gray on days there were no inserts scheduled. The three-day schedule for Richmond also aligned with a larger commercial customer that was on the same inserting schedule. This allowed the inserting staff to be on the same schedule for both products and lowered the staff needed on the non-inserting days.

### **What's ahead:**

The management team will continue to monitor the volume of free-standing inserts and staff accordingly to changes in frequency.

For more information, contact:  
Billy Towler, Production Director  
Richmond Times-Dispatch  
(804) 559-8304 • [billy.towler@bhmginc.com](mailto:billy.towler@bhmginc.com)



**P2P INITIATIVE**

# Richmond Times-Dispatch Richmond, Va.

## Cross-Training in Creative Services

### The savings strategy:

Use cross-training in the Creative Services department to add flexibility, increase the knowledge of each team member and save costs through efficiency. In addition, it was a rebound measure taken after a reduction in workforce because of the decline in print advertising revenue.

In January of 2017, the department was made up of 27 people.

After the loss of seven positions and the voluntary reduction of two others, the department now contains 18 people.

### The background:

Responding to industry changes – both those having already occurred and in anticipation of those to come – the Richmond Times-Dispatch Creative Services area took a series of steps to restrain ever-rising expenses. Cost-cutting measures were implemented throughout the department, as tasks requiring like-skill sets were combined to create a team that was more responsive to the daily demands of the workflow as well as leaner and more efficient.



	A	C	D	E
12	Jeannette	InDesign	Tadd	By December 31, 2018, train with Tadd on how to set up and use master pages in InDesign for use with commercial and weekly RTD products. Apply this knowledge to a full set of folios in a live or test product and Tadd review the finished piece. This will improve efficiency.
13	Robert K.	Pagination	Jeanette	By July 31, 2018, cross-train with Jeanette on paginating, pagelinking ads and publishing the Channels print product. Paginate one live issue and have Tadd look over the proofs before they are sent to Hanover. Cross-training in this skill will assist with coverage.
14	Robert K.	e-Edition posting	Debbie	By September 28, 2018, cross-train with Debbie on processing and posting the Spry Living and Relish pages for e-Edition. Process one of each edition for posting and email Tadd with the two run dates that you processed. Cross-training in this skill will assist with coverage.
15	Robert K.	MediaLink	Tadd	By December 1, 2018, cross-train with Tadd in processing the Business and Service directory from PGL to MediaLink and process at least one live ad. Send the ad number to Tadd once completed. Cross-training in this skill will assist with coverage.
16	Sandra	Sponsored content	Shelly/Jennifer	By September 28, 2018, cross-train with Shelly /Jennifer in posting sponsored content to templated BLOX pages and publish at least one sponsored content page. Send the sponsored content page URL you posted to Tadd once completed. Learning this skill will increase your digital skillset and assist the design team.
17	Sandra	Landing pages	Shelly/Jennifer	By December 31, 2018, cross-train with Shelly /Jennifer in creating landing pages in BLOX from page creation to completion and publish at least one original content page you created. Send the landing page URL that you create to Tadd once completed. Learning this skill will increase your digital skillset and assist the design team.

[Download this Excel spreadsheet](#)

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## **Richmond Times-Dispatch (continued)**

### **Richmond, Va.**

## **Cross-Training in Creative Services**

### **The actions:**

Routine job duties were moved to teams already showing an affinity for performing certain tasks, enabling a year-over-year reduction in complement. These FTE savings were accomplished through a series of cross-training measures that helped employees make fuller use of their already substantial talents while educating them in new processes that helped them become more diverse in their skill sets.

### **Examples:**

- A graphic designer training to become proficient in pagination
- An illustrator/designer learning page diagramming
- Print-centric designers not only becoming adept at digital design but also mastering the posting of digital products to the newspaper's website
- A digital designer completing a quota of print ads per week

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## **Richmond Times-Dispatch (continued)**

### **Richmond, Va.**

## **Cross-Training in Creative Services**

### **The upshot:**

This continuous-learning mindset has not only helped the department accomplish more with fewer resources, but has served to increase employees' job satisfaction while eliminating churn and turnover. This has helped the department save on the increasing costs of training and acclimating new employees.

### **What's ahead:**

To continue the evolution of specialists in certain skills and tasks into workforce generalists capable of completing a multitude of tasks across various platforms. To that end, every member of the department will complete cross-training smart goals (a total of 40, department-wide) by the end of the year.

Tom Silvestri, President and Publisher  
Richmond Times-Dispatch  
(804) 649-6121 • [tsilvestri@timesdispatch.com](mailto:tsilvestri@timesdispatch.com)



# Community Newspaper Holdings Inc. Indiana Media Group

## Trade-Barter Advertising Policy and Procedures

We are trading advertising and promotion with local vendors for services like lawn care, snow removal, janitorial, repairs and upkeep like painting, new office furniture, etc.

Between the three newspapers that I have responsibility for, we have saved – on average – \$12,700 annually. We try to always make our trade agreements over and above the advertiser's current spending.

Robyn McCloskey, Group Publisher  
Kokomo Tribune, Logansport Pharos-Tribune  
and Terre Haute Tribune Star  
(574) 732-5133 • [robyn.mccloskey@indianamediaingroup.com](mailto:robyn.mccloskey@indianamediaingroup.com)



[Download the Trade/Barter Advertising Policy and Procedures](#)

[Download a Copy of the Agreement](#)



**P2P INITIATIVE**

# The Goshen News Goshen, Ind.

## Delivery by Mail

Hindered by utilizing a competing daily's carrier force, and faced with rising per paper charges (23.6 cents each), The Goshen News took the controversial step to move to same-day mail with resounding results.

In a market with less than 3.2% unemployment (essentially anyone who wanted a job had one) and with more than 11,000 vacant jobs in the manufacturing sector, the carrier force that distributed our newspaper was constantly in flux. It was not unusual to have upwards of 1,000 subscribers fail to get their paper as carriers would leave without notice to work in the plants.

**Continued on next slide**

Brian Bloom, Publisher  
The Goshen News

(574) 533-2151, ext. 301 • [brian.bloom@goshennews.com](mailto:brian.bloom@goshennews.com)



**P2P INITIATIVE**



[Read the column where this was announced](#)

## **The Goshen News (continued)**

### **Goshen, Ind.**

#### **Delivery by Mail**

The newspaper that contracted with us to deliver our paper had used that problem to promote themselves – often redistributing their newspaper in our stead, and piggybacked on our subscription list to drive readership campaigns for themselves.

Working with the U.S. Postal authorities, we eliminated our Sunday edition in favor of a Weekender with a team of haulers driving our bundles to 16 different post offices in our direct circulation area for same-day delivery.

There was some initial kickback as customers, accustomed to receiving their paper (when it was delivered) by 6 a.m. now waiting until mid-day or later.

The end result: Subscribers were guaranteed delivery and coupling our digital daily allowed early morning newsies to get their fix online and in print. Circulation continues to recover to near pre-mail numbers and our subscribers have faith that their investment results in a newspaper every single day.

Our competitive distribution partner – no longer benefiting from our investment – no longer circulates in our region making us the only daily newspaper in a vast majority of our circulation area.



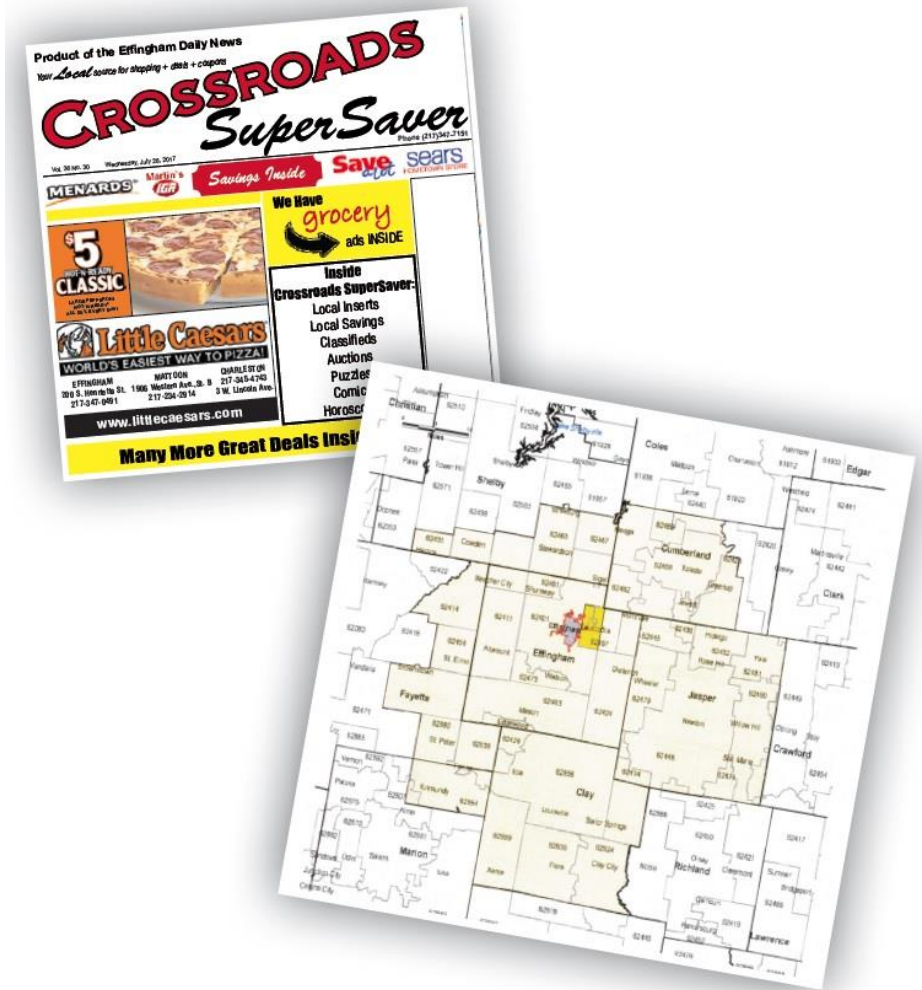
# Effingham Daily News Effingham, Ill.

## TMC Review

It had been awhile since a comprehensive review had been completed on the distribution area for our TMC. Over time, copies had been moved around for various reasons and we found large gaps that we should be covering with a TMC and other places that were on the fringe of our market and not desired by our preprint advertisers.

Our annual savings will be \$12,000 from printing and postage. Because the move included eliminating distribution to some fringe areas of our market, we were concerned about negative feedback, but received none, confirming that the product was not relevant to that geography.

This should be a routine at all newspapers. We waited too long to conduct this and there were some obvious savings we missed out on.



Darrel Lewis, Publisher  
Effingham Daily News  
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darrell.lewis@effinghamdailynews.com



**P2P INITIATIVE**



**Kingsport Times News**  
**Kingsport, Tenn.**



## **Ink Optimization**

We contracted with Agfa for its Pro Image Ink Optimization Service. It is a pay-per-page service purchased in 1,000-page blocks. (Purchase price is negotiated per paper.)

We are monthly doing a 1,200-lb. ink swap from color to black use. At \$0.84/lb., that equates to about \$1,008 per month. Additionally, we are using about 300 pounds less color, which equates to about \$550 per month. Total savings of about \$1,558 per month.

On the non-cost side, we are seeing crisper images with more detail in both shadows and highlights. Also, it is seamless in your workflow, so once set up is complete, there are no extra workflow steps and pages take about one minute to make the loop from your facility to Agfa and back.

Do it. At the very least, do a 30-day trial period.

For more information, contact:  
Tim Archer, Vice President of Operations  
(423) 723-1464 • [tarcher@timesnews.net](mailto:tarcher@timesnews.net)

Submitted by Rick Thomason, Publisher  
Kingsport Times News  
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**P2P INITIATIVE**

**The Herald**  
**Sharon, Penn.**

## **Review Your Phone Service**

Because our phones are working, we seldom take the time to go back and review exactly what we are paying for. However as times have changed so have our phone needs. Old dial-up modems that are no longer being used had dedicated phone lines and the number of employees had changed as well.

By changing providers (which is a far simpler task than you think) and reducing lines, we were able to save \$1,300 per month or \$15,600 annually.

Sharon A. Sorg, Publisher  
The Herald

(724) 981-6100, ext. 231 • [ssorg@sharonherald.com](mailto:ssorg@sharonherald.com)

**The Herald**



**P2P INITIATIVE**



## **Enid News & Eagle**

### **Enid, Okla.**

## **VOIP Phone System**

Recently our newspaper implemented a cost-cutting procedure to minimize the costs of our telephone system. We moved from a traditional landline phone system to a VOIP phone system.

Our antiquated phone system was charging us for long distance and per-call fees. When we switched to the VOIP system, we were able to cut over \$2k per month. The main reason for the expense savings was that – with our old system – we paid a flat fee for each phone line, plus a per-call fee. The new system only charges us a flat fee per phone station. No more long distance costs!

Kellan Hohmann, Business Manager  
Enid News & Eagle  
(580) 548-8101 • [bizmgr@enidnews.com](mailto:bizmgr@enidnews.com)



**P2P INITIATIVE**

# **The Herald Bulletin Anderson, Ind.**

## **Two Ideas: Delivery Routes and Newsprint**

1. We have concentrated time and resources on delivery. We are analyzing routes, modifying TMC numbers and brought some hauling back in house to curve expenses. The TMC is still a very viable product. However, with the loss of some majors, we have reduced our distribution footprint slightly to get higher profit numbers.
2. We are all looking for ways to hold newsprint cost. One of the things we did was change sectioning. By reducing sections from six down to four on Sunday, it enables us to cut several pages a week.

Beverly Joyce, Publisher  
The Herald Bulletin

(765) 640-2307 • [beverly.joyce@indianamedia group.com](mailto:beverly.joyce@indianamedia group.com)



**P2P INITIATIVE**

# Niagara Gazette

## Niagara Falls, N.Y.

### Mailroom and Pressroom Operations

We analyzed the mailroom and pressroom operations and found that night shifts had excess time to do what we were paying several day shifts to do.

We eliminated all day shifts, including supervision, and now do everything during the night operation. This includes TMCs, special sections and commercial printing.

John Celestino, Publisher  
Niagara Gazette

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**P2P INITIATIVE**



**CNHI**

**Valdosta, Thomasville and Moultrie, Ga.**

## **Review every SMC and Specialty Product**

We are working on many assessments right now but our biggest is reviewing the profitability of every SMC and specialty product.

Products that have been profitable for a long time may now be marginal at best and we are determining if we need to keep the products and make adjustments or if we need to stop the products.

Be sure to analyze time, waste and all other factors when making your determination. This becomes vitally important with major account preprint losses and newsprint pricing that affects our revenue in SMC/specialty products.



Jeff Masters, Group Publisher  
Valdosta Daily Times  
Thomasville Times Enterprise  
Moultrie Observer  
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**P2P INITIATIVE**

# The Sun Jonesboro, Ark.

## Conversion of all Lighting to LED

We are currently saving \$1,000 per month on our utility bill (approximately 28% – our facility is approximately 36,000 square feet). Perhaps the greater value is that we have new bulbs that will last 10 years or longer and the need to constantly replace florescent bulbs has gone away.

Contact your utility to see if there are grants available to assist with the conversion. We merely converted our antiquated florescent fixtures from four 32-watt bulbs to two 20-watt LED bulbs. That is a 68% savings in electricity to power the fixtures. We had 189 fixtures in our main office building that we converted.

It is helpful if you have someone in-house to assist with this project. Contracting it out can reduce your ROI substantially. Our ROI was approximately one year.

We also expect our A/C costs to go down significantly due to the fact that we no longer have 380 ballasts heating up our offices this summer.



**P2P INITIATIVE**

David Mosesso, Publisher  
The Sun

(870) 935-5525 • dmosesso@jonesborosun.com





# Omaha World-Herald Omaha, Neb.

## The Wedding Experience

Our cost savings idea is to encourage publishers to look at sections and events they are doing in their advertising departments. Phil Taylor, president of The World-Herald, and I have been tackling specific categories.

The example we share is in the wedding category and cost savings comes from eliminating our wedding show event. Since brides are now on their mobile devices searching for wedding ideas, we are creating online experiences to help local businesses reach them. In turn, we have found ways to decrease our expenses and improve our profit.

Keely Byars, Vice President of Advertising  
Omaha World-Herald  
(402) 444-1110 • keely.byars@owh.com



**P2P INITIATIVE**



TACTICAL COST-CUTTING  
*I D E A*  
4.2018

Marketing to Venues

Ring Around the City  
WEDDING *we* ESSENTIALS

Create a buzz on facebook

Sample Venue Ads

VOTE FOR US AS YOUR FAVORITE VENUE

Register to Win \$1,000 Visa Gift Omaha.com/R

Use Our Entry Code **PLCC1**

Sponsorships also sold here!

VENUE LOCATION #5

Keely Byars  
VP of Advertising  
Omaha World-Herald  
402-444-1110  
keely.byars@owh.com

# Ashtabula Star Beacon

## Ashtabula, Ohio

### Review Your Expenses ... Quarterly

Sometimes the easiest ways to save money are just that, easy. Review each expense each quarter. Be aware of what you are paying for what. Review it. Have your needs changed? Is it something you can live without? Is there a cheaper provider?

Sometimes savings are right in front of us, if we just look under ALL the rocks. We have found savings on color copies, water, carpet services, cleaning and supplies. Every little bit contributes to the bottom line.

Jamie Beacom, Publisher / Director of Advertising Sales  
Ashtabula Star Beacon  
(440) 994-3249 • [jbeacom@starbeacon.com](mailto:jbeacom@starbeacon.com)



**P2P INITIATIVE**

# **The Advertiser-Tribune**

## **Tiffin, Ohio**

### **One-Shift Production**

The Advertiser-Tribune is currently utilizing a one-shift schedule in the press and mailroom facility.

By doing so, this allows us to have fewer full-time individuals and create a handful of part-time positions that, in return, creates a tremendous payroll and benefit package savings to our bottom line.

It did take some time for personnel to get use to the idea of working nights only, but again the savings in payroll and benefits outweighs the negative.

This also gives our creative and advertising departments a consistent time frame to have their ads and pages finished for production.

Michelle Steinmetz, Advertising Director  
The Advertiser-Tribune  
(419) 448-3238 • [msteinmetz@advertiser-tribune.com](mailto:msteinmetz@advertiser-tribune.com)



**P2P INITIATIVE**



**Suwannee Democrat  
Jasper News  
Mayo Free Press  
Live Oak, Jasper and Mayo, Fla.**

## **Combined Printing for Three Papers**

North Florida combined printing of three of our papers to reduce costs.

Originally, we printed a midweek Suwannee Democrat on Tuesday. On Wednesday, we printed the Mayo Free Press and the Jasper News with 10-12 pages being duplicated from the Democrat. Now, rather than building 32-plus pages for the Jasper and Mayo publications, we build the front page and the jump page for them and publish the shared regional pages from the Suwannee Democrat.

By doing this, it gives our readers vibrant, eye-catching front page local coverage in the specific markets, while reducing our printing costs. By combining these publications, we are only paginating papers one time rather than three, reducing weekly pagination production time by 16 hours. This also gives our readers additional regional news content that wasn't being given to our smaller newspapers previously. It cuts printing from three press runs to one press, reducing huge waste costs. We only stop briefly to make plate changes for the two smaller publications. We are estimating over \$30,000 in printing cost reduction annually by implementing these changes, plus savings on pagination time.



**P2P INITIATIVE**

Monja Slater, General Manager and Advertising Director  
Suwannee Democrat, Jasper News and Mayo Free Press  
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**The Edmond Sun**  
**Edmond, Okla.**



## **Processor parts for our CTPs**

I've saved nearly \$1,000 in the last month on processor parts for our CTPs.

Most of the time, parts for the press and the CTPs are proprietary – meaning they charge us ridiculous amounts of money just because they are specialty parts. But every now and then, if you take a few minutes to look up some of the parts, you may find they may not be proprietary and can be found at substantial savings.

My examples from the last two months:

1) Gum pump – Alfa technologies quoted me \$660 for the part only. I did some research and found the exact model brand new on eBay for \$83 for a \$577 savings (it is installed and working as it should).

2) Developer pump rebuild kit. This one really shook me up. After the move to Fuji plates, our developer pumps stopped working. I was told to order the rebuild kit for \$430. When it arrived, it was just a bellows and two plastic valves. Luckily, I only ordered one kit to make certain it would work. I did some more research on eBay and found the rebuild kit for \$32, including shipping ... for a \$398 savings.

Total savings = \$975 just for doing a little shopping.

Lance Moler, General Manager  
The Edmond Sun  
(405) 341-2121 • [lmoler@edmondsun.com](mailto:lmoler@edmondsun.com)



**P2P INITIATIVE**

# Citizen Tribune Morristown, Tenn.

## Photo Department

The Citizen Tribune had a staff of three full-time photographers and a part-time photographer who had served the paper for several years, mostly holdovers from the darkroom era who had made the transition to digital photography.

With changes in the way local car companies handled their advertising and the advent of improved camera phones, our usage rates for our photographers was dwindling.

As our aging staff reached retirement age, we made the decision to not replace two full-time positions. We combined one of them with a staff writer position, streamlined staff and made sure our personnel investment was going to the part of the paper that would have the biggest impact.

Through these moves, we've saved roughly \$30,000 in reduced salary and benefits. The challenges we face because of these moves come chiefly from the need for better communication and organization within the newsroom.



**P2P INITIATIVE**

John Gullion, Managing Editor  
Citizen Tribune

(423) 581-5630, ext. 370 • [jgullion@citizentribune.com](mailto:jgullion@citizentribune.com)



## Traverse City Record-Eagle Traverse City, Mich.



### Auditing and Refreshing Copier/Printer Contracts

This isn't the sexiest way to save money and it can be tedious work, but I've found thousands of dollars in this category over the years.

Copier and printer contracts are notoriously written with hidden costs and fees for volumes of copies that really add up. Also one thing to look for is when your networked printer/copier is installed: *the default is set to print in color*. I always have the default set to black-and-white to ensure that if someone needs a color copy, they have to select color. Color copies in the contracts are always more expensive and are generally not necessary for most copies printed. A typical example of the spread between black-and-white and color is: .009 per piece Black and White and .06 per piece for Full Color. This can really add up when the setting is defaulted to Full Color.

Reliability and quality functionality are what you're after in a copier/printer vendor. Most vendors can provide everything you need. So I like to go to multiple vendors and ask them to provide us with a bid to ensure they know that it's a competitive situation.

**Current situation:** Saving \$300 per month vs. last contract.

**In the past:** I've saved as much as \$1,800 per month by reviewing and putting out competitive bids for services.



**P2P INITIATIVE**

Paul Heidbreder, Publisher  
Traverse City Record-Eagle  
(231) 933-1403 • pheidbreder@record-eagle.com

## Traverse City Record-Eagle Traverse City, Mich.



### Auditing and Refreshing Uniform and Supply Contracts

If you have a press facility, you may be paying your uniform/rag/towel/soap vendor too much. Multiple times in my career, I have found that these contracts are out-of-date and are costing too much. You may have contracted to have five uniform users, but you only have four. In most cases, you have triple the number of rags that you truly need and use. Cutting the number back to what you need will save significantly in this area.

**Current situation:** We're saving \$200 per month in this area over the prior year. Once again, not huge and not sexy ... but this \$2,400 annual savings can be redeployed.

Paul Heidbreder, Publisher  
Traverse City Record-Eagle  
(231) 933-1403 • [pheidbreder@record-eagle.com](mailto:pheidbreder@record-eagle.com)



**P2P INITIATIVE**

# The Oklahoman Media Company

## Oklahoma City, Okla.

### New Subscriber Acquisitions

We have reduced churn and cost-per-order (CPO) of new subscriber acquisition by stopping our standard 13-week door-to-door promotional offer and moving to a monthly auto pay acquisition model exclusively by our door-to-door vendor.

**The Process:** We first looked at outdated churn assumptions that supported the older model. We knew that churn had increased, but to our surprise, those assumptions had changed drastically over the past several years. We found a 90% churn rate at first renewal and by the 3<sup>rd</sup> renewal (1 year), we basically had 100% churn. The subscriber rates and advertising dollars associated with these subscribers were not nearly enough to offset the initial CPO paid to the third party and cover printing/delivery costs.

We moved to the monthly auto pay only model and saw an initial 5% drop in circulation as the older promo model rolled off. But even with paying a slightly higher CPO, the higher retention rates (65%) have put these subscribers “back in the black” based on what we have seen so far.

Total savings are estimated to be \$250,000 per year.

Submitted by Chris Reen, President and Publisher

For more information, contact:  
Kent Treadwell, Finance Director  
The Oklahoman Media Company  
(405) 475-3387 • ktreadwell@oklahoman.com



**P2P INITIATIVE**

## Join us again on May 17:

**“Organizing your Salesforce” is the subject of our next P2P video conference call.**

Thursday, May 17, from 2-3 p.m. (EDT).

***The price of admission: submit a successful idea concerning the organization of your salesforce by May 11. Publishers who submit an idea will gain access to the video conference and the entire collection of ideas submitted. Send one idea, get many more.***

In submitting your idea, please tell us:

- How your salesforce is organized.
- What has been key to the success experienced by your salesforce?
- What’s a challenge your salesforce was having and what was successful in addressing that?
- Contact name, number and email of the person who can provide more information, if another SNPA member has follow-up questions.

### To register:

- Send an email by May 11 to Edward VanHorn ([edward@snpa.org](mailto:edward@snpa.org)) with the subject line: P2P.
- Include details about at least one salesforce organization idea that your newspaper has found successful.
- Check your in box for instructions for joining the conference.

