

# digital first

M E D I A



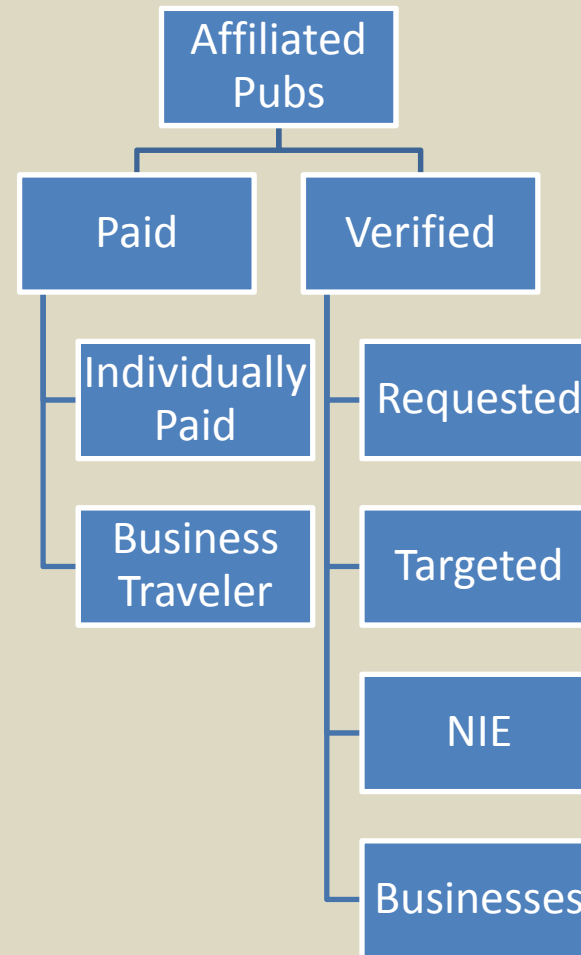
## Affiliated Publications

### *Passing an AAM Audit*



# What is an Affiliated Publication?

Any other print publications containing editorial and/or advertising content, excluding newsletters, which have published at least weekly.



# New AAM Rules



- No longer required to disclose “AN EDITION OF” on the product.
- “Branded editions” – is being replaced by “Affiliated Publications”

# Digital?

- Rules for digital are the same as print
  - Edition must be restricted
    - Public access does not qualify
  - Replica editions are consistent in editorial and advertising – (can be updated)
  - A single –subject mobile app does not qualify

# Sunday Branded Editions

## September 2014 Snapshot

- Excluding USA TODAY
- 95 newspapers reported “branded” editions
- 5,089,866 total circ

		SEPT 2014 Snapshot	
		SUNDAY	
		Total	
		Branded	
		Editions	
State	City (County)	Newspaper Name	Print & Digital
DC	Washington	USA Today	2,435,156
TX	Houston	Chronicle	470,833
CA	Los Angeles	Daily News	411,834
CA	San Jose	Mercury News	409,473
TX	Dallas	Morning News	335,515
GA	Atlanta	Journal-Constitution	324,637
MO	St. Louis	Post-Dispatch	209,355
DC	Washington	Washington Post	190,436
PA	Pittsburgh	Tribune-Review	139,114
CA	Orange Co.	Register	124,866
CO	Denver	Denver Post	120,365
AZ	Phoenix	Republic	108,799
TX	San Antonio	Express-News	99,275
TX	Fort Worth	Star-Telegram	92,489
IL	Chicago	Chicago Sun-Times.com	87,113
MN	Minneapolis-St. Paul	Star Tribune	82,643
FL	Stuart	Treasure Coast News/Press-Tribune	74,574
CA	San Diego	Union-Tribune	66,685
CA	Sacramento	Bee	60,635
OH	Cleveland	Plain Dealer	59,854
PA	Pittsburgh	Post-Gazette	58,171
TN	Nashville	Tennessean	56,648
IN	Indianapolis	Star	53,889
FL	Tampa	Tribune & Times	53,156
AR	Little Rock	Democrat Gazette	52,237
NY	New York City	News	50,619

# Requested

- Subscriptions requested by individuals, that are nonpaid or paid for by a third party, are eligible as qualified home delivery-requested if the following requirements are met:
- *Qualified home delivery-requested circulation may not include copies generated from a paid subscription offer, but for which payment was never made (credit and arrears copies). These copies remain in paid circulation and are subject to the four-percent allowance. See AAM [Policy Related to Carrier Delivery](#).*
- Delivery is to residences for personal use by the recipients.
- The recipients opt-in (request) delivery. The opt-in should include the following:
  - Name of the newspaper
  - Expressly ask for recipient to accept delivery
  - Recipient's name and street address
  - Recipient's signature and date signed
  - Recipient's phone number and email, when possible
- Every issue presents the recipient with a clear and conspicuous notice to opt-out of delivery.

# Opt- Out

**On the product**

**“to discontinue delivery of XYZ Product call Customer Service”**

**On Web-site**

**Please discontinue the delivery of the XYZ product**

**First Name:**

**Last Name:**

**Address:Apt.:**

**City:**

**State:**

**Zip Code:**

**Phone:--**

**Email:**

# Targeted

- Copies delivered to households may be reported as "Qualified Home Delivery – Targeted" under the following conditions:
- 1. Households targeted for delivery are notified on the first day of delivery.
- 2. Notification includes anticipated dates of delivery.
- 3. Notification must include options for household members to contact the publisher to opt-out of delivery.
- 4. Publishers must maintain route lists of all targeted-delivery programs and, if requested by the auditor, provide copies to AAM at least two weeks prior to the commencement of a program. Failure to provide requested audit documents will result in the exclusion of the copies from qualified circulation claims.



# For Targeted or Requested

- Maintain
  - Issue-by issue circulation ledger identifying the volume
  - Address specific route list
  - Zip Code data

# Acquiring New subs

## SAVE EVERYTHING

- Telemarketing
  - SAVE all recordings
  - Verify the customer says “**YES**” I want delivery of XYZ PRODUCT”
    - Avoid –
      - “we will send you coupons next week” -
    - Make sure it’s clear the delivery is EVERY WEEK!
- Email
  - AAM is now requesting double verification

# First Time Audits

- Do a self –audit
  - Budget – as part of the initial pro-forma. Will be less costly than AAM auditors – and reduce potential adjustments.
  - Spot-check as many routes as possible
    - Note-- Delivery times, anything unusual

# On-Going

- Bag - Use a different color vs main newspaper
  - If possible, use a UNIQUE – BRIGHT color
    - Make it easy for the auditor to see!
- Avoid delivery to apartments and other multi-units
- Have carriers review the delivery list (especially prior to the audit)
  - Note/remove: vacant homes, papers piling up, etc.

# Our Experience



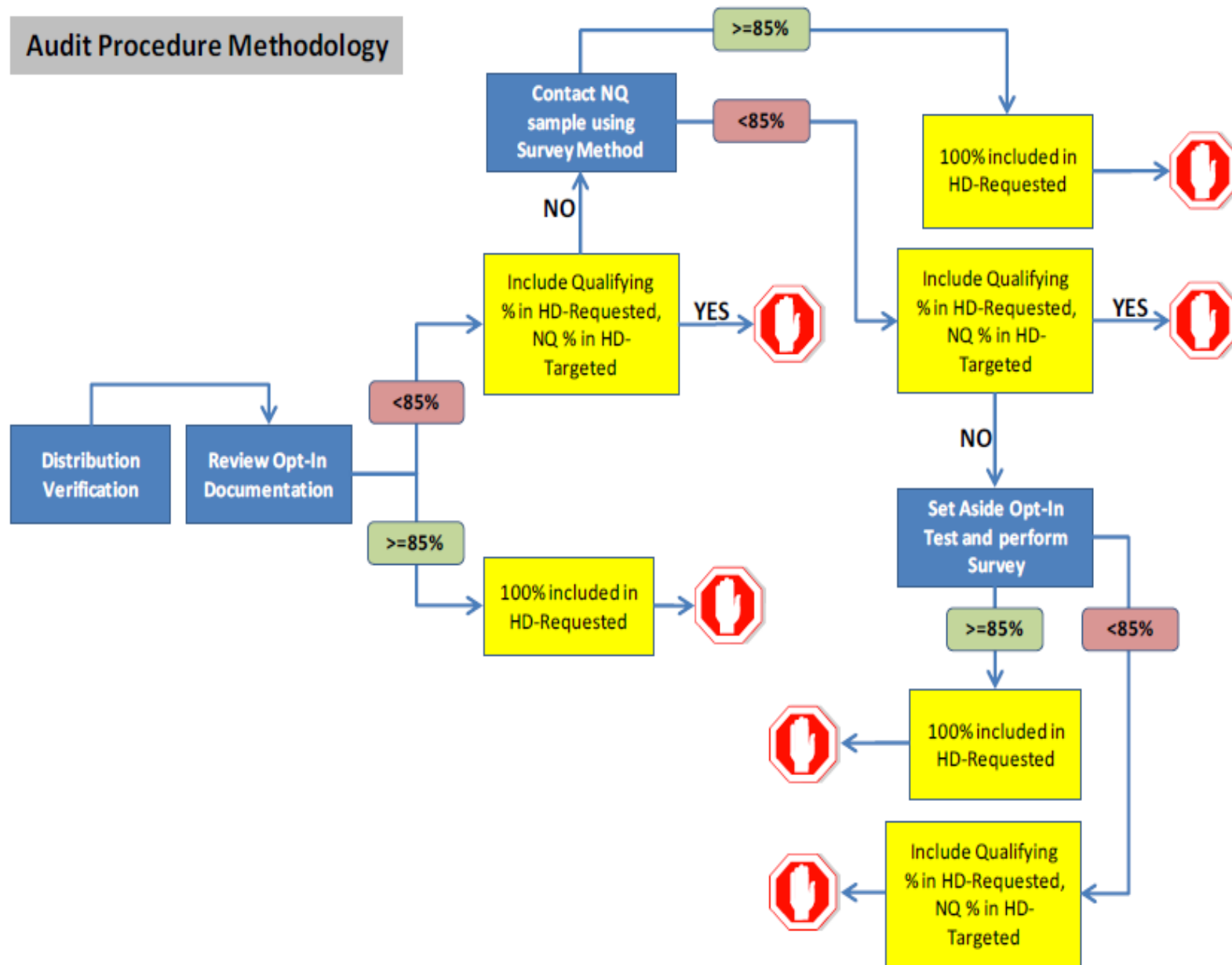
# Provide Auditor

- Delivery List
  - Most accurate delivery list you have
    - What is your confidence level – have management spot-check new carriers, at-risk, high complaint
- **Delivery Time – by route**
  - Narrow delivery time window
    - When do the carriers deliver – (after the main edition, night before,
    - Papers with a large delivery window have the potential for issues
  - Ask the carriers – approx delivery time (day)
    - Keeping in mind the “independent” contractor relationship

# Audit Process

- AAM
  - Mail Letters – pre-determined sample
    - Example 130 subscribers in Denver
    - Response rate is low (2% in Denver)
  - Call – attempt to call all phone numbers (available)
  - Field Verification
    - For all non –contact
    - Also will verify some addresses if people aren't sure

## Audit Procedure Methodology





# Field Verification

- To pass the audit
  - Must verify that 85% of the sample size **RECEIVED** the product on the test date.
  - Must also prove the consumer “**REQUESTED**” delivery (otherwise subject to transfer to “targeted”)

# Audit Results

- Don't Panic!
  - Most newspapers don't achieve 85% based on the first pass of the audit.
    - Especially – 1<sup>st</sup> time product is audited.
  - Get started on rebuttal process right away
    - AAM implementing new rule that all rebuttals must be completed within 45 days of when AAM provides the NG.

# Rebuttal Process

- Get as much info from the auditor as you can
  - Audit date
  - What exactly the customer said – date & time
  - Any notes – auditor spoke with neighbor, other papers we seen delivered on the street, customer has been receiving but stopped, moved, etc...

# Rebuttal Process

- Before you contact the consumer
  - Verify the next issue is delivered
    - Management or some other “independent” person
    - Is the product being delivered?
    - Do you see other newspapers in the area (route)
- After you verify delivery - Ask the DM/carrier/Dist
  - Anything unusual on the test date?
    - Press time for daily product
    - Didn't deliver – car broke down
    - Delivery was later than normal
    - Short papers
    - New carrier

# Rebuttal Process –

- Prepare an Affidavit \_
  - use logo of product , color of bag, pictures
  - Include
    - YES... I Received delivery on X date
    - Yes... I Requested
      - Name
      - Phone number
      - Email address
      - Best time to call
      - Signature
      - Best time to reach the consumer- make sure they know someone from AAM will be contacting them
      - Date & time the affidavit was signed
- Get the auditor to "approve" the affidavit you're going to use.



# Rebuttal Process

- Take a copy of a recent edition with you –
  - will remind customer
- Get as much info on the affidavit as possible
  - Have been receiving for past year, comes every Sunday @ 8:00am etc..
  - May need to translate language
- Some - will not sign an affidavit.
  - Ask if they will take a call from the auditor – verify phone number or if they can email?
  - Inform the consumer -the auditor will stop by – specify date & time.

# Rebuttal Process

- Get the time and day the auditor contacted the customer.
- Keep your own log of “good” vs “no-good”
- Is the NG - representative of the entire list?
  - Can you isolate the issue – one bad day.

THIS TOO SHALL PASS! YOU WILL GET TO 85%.



# Any Questions

