

“The foundation of a newspaper is the creativity of its people”

2007-08 SCAMA Idea Book Entry

Name of Newspaper: Houston Chronicle

Contact Person: Mark O'Brien Title: Manager

Contact Phone: 713-362-2637 E-Mail: mark.obrien@chron.com

Daily Circulation: 540,000 Sunday Circulation: 710,000

- | | | |
|--------------------------------------|--|-----------------------------------|
| <input type="checkbox"/> Employment | <input type="checkbox"/> Private Party | <input type="checkbox"/> Legal |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Business | <input type="checkbox"/> Online |
| <input type="checkbox"/> Real Estate | Services | <input type="checkbox"/> In House |
| <input type="checkbox"/> Pets | <input type="checkbox"/> Obituaries | training |
| <input type="checkbox"/> General | <input type="checkbox"/> Religion | |
| Merchandise | | |

Idea Name: Funeral Planning Directory

Explanation of Idea: Introduce a new product to the \$3.2 million funeral home category and try to create a new and very profitable revenue stream to the Chronicle. Everyone needs to prepare for the future – whether it's planning to buy a house, a car, or even to pay for college – and preparing for ones' death is a legitimate and prudent thing to do. This section can help educate, inform and prepare readers for this future. Publish the directory once a week on the largest obituary day, which happens to be either Friday (though we may switch to Sunday due to additional circulation).

Implementation of Idea: The goal of this new banner is to highlight all of the “after-life” services available to Houstonians: from funeral homes and monument companies, to flowers and catering services. A number of these classifications already exist under the DP product code. Work with the ad makeup to insure that this new banner goes across the width of the paper (6 column) so that no obits are next to this sales piece.

Results: The funeral homes and other vendors love the section. Additional changes have been made and we will continue to enhance as feedback is given. This is a new product generating new revenue over prior year.

MEMORIALS OF DECEASED

DAVID



DAVID ...

DAVID ...

DAVID ...

DAVID ...

EVANS

MARY EVANS ...

MARY EVANS ...

MARY EVANS ...

MARY EVANS ...

DAVID

DAVID ...

DAVID ...

DAVID ...

DAVID ...

DAVID ...

DAVID ...

FRANK



FRANK ...

FRANK ...

FRANK ...

FRANK ...

FRANK ...

JOHN



JOHN ...

JOHN ...

JOHN ...

JOHN ...

JOHN ...

DAVID



DAVID ...

DAVID ...

DAVID ...

DAVID ...

DAVID ...

Funeral Planning Directory

Funeral Planning Directory listing various funeral homes and services in Houston, including Klein Funeral Homes & Memorial Parks, Hill-Claire Family Mortuary, and others.

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2007-08 SCAMA Idea Book Entry

Name of Newspaper: Atlanta Journal Constitution

Contact Person: Marita Harrell Title: Inbound Call Center Manager

Contact Phone: 404-526-5245 E-Mail: mharrell@ajc.com

Daily Circulation: 322,815 Sunday Circulation: 476,043

- | | | |
|--|--|--|
| <input type="checkbox"/> Employment | <input type="checkbox"/> Private Party | <input type="checkbox"/> Legal |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Business | <input type="checkbox"/> Online |
| <input type="checkbox"/> Real Estate | Services | <input type="checkbox"/> In House training |
| <input type="checkbox"/> Pets | <input checked="" type="checkbox"/> Obituaries | |
| <input type="checkbox"/> General Merchandise | <input type="checkbox"/> Religion | |

Idea Name:
Funeral Home Logos

Explanation of Idea:

In an effort to increase our obit lineage, we offered our local funeral homes the opportunity to have their logo/signature and information created into a 4 to 5 line logo to be placed at the end of each notice submitted by the funeral home.

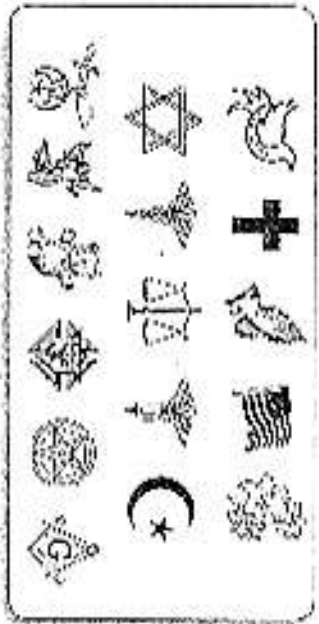
Implementation of Idea:

We ran a logo campaign for 3 months encouraging our local funeral homes to submit their logos and information. During the 3 month campaign, we would waive the production charge. We also offered to create a logo if the funeral home currently did not have one. We worked with our IT department and Ad-Creative department to create each logo. Emailed or faxed the finished product for the funeral directors approval along with an authorization letter indicating to publish in all notices or as requested. We also indicated that at the end of the campaign there would be production charges for new logos and changes made to existing logos.

Results:

Since we began in Oct. 2006, have loaded a total of 95 logos. 63 are publishing regularly. This program has increased our monthly obit lineage by an average of 1,800 lines per month

We now offer a selection of Icons to place with your funeral notice.



Contact your Funeral Home Director or the Paid Notices Dept at 404-526-5271 for more information.

The Atlanta Journal-Constitution