



**AUDIENCE DEVELOPMENT**

# **PROVEN STRATEGIES FOR STRENGTHENING RELATIONSHIPS AND RETENTION**

Moderator: Heather Williams, Group VP Fan Development, McClatchy

Melody Nelson, Group Director, Brand & Buzz, McClatchy

Rich Handloff, Director of Consumer Marketing, The Washington Post

April 30 - May 3, 2017  
New Orleans, LA

The logo for News Media Alliance, featuring a blue square above the text "NEWS MEDIA ALLIANCE" in white and blue.

**NEWS MEDIA**  
ALLIANCE

## Proven Strategies for Strengthening Relationships and Retention

Moderator: Heather Williams, Group VP Fan Development,  
McClatchy

Melody Nelson, Group Director, Brand & Buzz, McClatchy

Rich Handloff, Director of Consumer Marketing, The Washington  
Post



# Proven Strategies for Strengthening Retention

**Let's Take a  
3-D Approach**



# Proven Strategies for Strengthening Retention



# Digital

# Proven Strategies for Strengthening Retention



# Data

# Proven Strategies for Strengthening Retention



# Delivery

# Proven Strategies for Strengthening Retention



# 3-D Relationship





# Digital to Drive Retention

**Rich Handloff**  
Director of Consumer Marketing  
The Washington Post



# Digital to Drive Retention

## Keep the in-box full with relevant content

- Ask for preferences
- Use browsing data to determine interest

The screenshot shows the top portion of the Star-Telegram website. At the top left, there is a weather icon showing 64 degrees and a 'Sign In | Subscribe' link. The main header features the 'Star-Telegram' logo in a large, bold font. Below the logo is a navigation bar with a 'FULL MENU' button and links for 'NEWS', 'SPORTS', 'OBITUARIES', and 'CLASSIFIEDS'. A search bar is located on the right side of the navigation bar. The main content area is divided into two columns. The left column is titled 'Email newsletters' and contains three items, each with a checkbox: 'Tittletown, TX (WEDNESDAY)', 'Daily News Update', and 'Weekend Guide'. The right column is titled 'Email deals' and contains three items, each with a checkbox: 'Great Escapes', 'Entertainment', and 'Indulge Partner Offers'.

64° Sign In | Subscribe

Star-Telegram

FULL MENU NEWS SPORTS OBITUARIES CLASSIFIEDS

### Email newsletters

- Tittletown, TX (WEDNESDAY)** Tittletown, TX is the story of the 2016 Aledo Bearcats and their quest for a sixth state title in eight years. Weekly documentary episodes, produced by Star-Telegram video journalists Jared Christopher and Jessica Koscielniak, will showcase the glory, the pressure and the passion of big-time high school football in Texas.
- Daily News Update** Stay on top of what is happening in North Texas by receiving the latest roundup of news and information from the Star-Telegram newsroom, every weekday and when news breaks.
- Weekend Guide (Thursday)** Your Metroplex guide to weekend movies, restaurants, concerts and events. Get the latest CD and DVD reviews.

### Email deals

- Great Escapes** Hot travel sales and last minute specials on hotels, cars, flights and more.
- Entertainment** Events and local entertainment offers.
- Star-Telegram Partner Offers** Other discounts, special offers, contests and free stuff from our carefully screened partners.
- Indulge Partner Offers** Other special offers and event spotlights from our luxury partners.

# Digital to Drive Retention

Provide subscribers with useful and valuable information by e-mail.



# Digital to Drive Retention




**Email subscribers and let them know what's coming up.**

- **Make an appointment with your audience**
- **Tell them what to expect; when to expect it**

# Digital to Drive Retention

The Washington Post  
**Afternoon Buzz**  
Updates since this morning's paper



WilliamMoree.com / Courtesy Smith campaign

## Forget Georgia, Va. Democrats say victory in obscure local race signals end of Trump


Analysts say that's a stretch, but defeat of powerful Republican in Prince William clerk of court race reveals grass roots energy among Democrats.

By Fenit Nirappil • [Read more »](#)

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### EPA plans to offer buyouts as part of Trump push to shrink workforce

The agency's memo was in response to President Trump's executive order aimed at streamlining agencies throughout the federal government.



By Brady Dennis • [Read more »](#)

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### D.C. man becomes first to be convicted under District's new revenge porn law

Lamont Roberts, 46, stalked his ex-girlfriend with nude photos of her taken during their relationship, prosecutors say.

By Keith L. Alexander • [Read more »](#)

## Afternoon Buzz: Relevant Email

- **Your print subscribers are valuable!**
- **Keep them up to date**
- **Recognize that they are using digital products**
- **Add value**

# Digital to Drive Retention

**If your home delivery subscribers aren't linked they will get frustrated!**

- Make it easy
- Promote the value
- Message

# Digital to Drive Retention

## Delivery Bag Messaging

Your home delivery subscription includes **complimentary, unlimited access to all Washington Post digital editions.** *Link your account today.*

Go to **[washingtonpost.com/profile](https://www.washingtonpost.com/profile)**

Need help? Call Customer Care at **202-334-6100** or visit **[washingtonpost.com/contactus](https://www.washingtonpost.com/contactus)**

# The Washington Post

# Digital to Drive Retention

## Delivery Bag Messaging





# Digital to Drive Retention

**A GOOD READ**  
is **HARD** to find!

Kick back and relax  
this summer  
with The N&O.



Print + Online + Mobile + Tablet + e-edition

Unlimited digital access is included  
with your N&O subscription.

Visit [newsobserver.com/activate](http://newsobserver.com/activate)  
Click **Complete Your Account**

After you activate,  
access our digital products at  
[newsobserver.com/mobile](http://newsobserver.com/mobile)

**ACTIVATE TODAY!**

**N&O**

Don't forget this important step!  
Activate your account to take  
The N&O with you anywhere!

For help activating, email [customerservice@newsobserver.com](mailto:customerservice@newsobserver.com).

## Advertisements in Paper

**STAY UP-TO-DATE**  
**THROUGHOUT THE HOLIDAY RUSH**

No matter how busy the season, you can always  
get the latest news, exciting sports action and more  
on your computer, tablet or smartphone!

**Activate Your Digital Access**  
**Included with your Miami Herald subscription**



Visit [miamiherald.com/activate](http://miamiherald.com/activate) | **Miami Herald**  
MIAMIHERALD.COM



THE SACRAMENTO BEE   
**ACTIVATE YOUR DIGITAL**  
**ACCOUNT TODAY!**



Start enjoying the benefits of taking The Bee with you wherever  
you go! Unlimited digital access is included with your subscription,  
but you do need to activate your digital account to gain access.  
Once you do, you will have 24/7 access every day to: [sacbee.com](http://sacbee.com),  
the e-Edition (digital replica of the daily printed Bee), iPad, tablet  
and Smartphone apps and our mobile website.

**Don't wait, get access today!**

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800.284.3233 and we'll activate for you.

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**Miami Herald digital**  
**access and score the**  
**best football action!**



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**Miami Herald**  
MIAMIHERALD.COM


# Digital to Drive Retention

## Email

It doesn't hurt to remind them how!

To view in your browser, [click here](#).  
Account #: 0

**The Washington Post**



**Activate Your Free Digital Access**

Dear Adam,

As a print subscriber, we invite you to activate your free, unlimited digital access to [washingtonpost.com](http://washingtonpost.com). By linking your print account online, you'll also get the added benefits of being able to enroll in paperless billing, make payments online, submit temporary vacation stops, and access [PostPoints](#), The Washington Post's free reader rewards program.

Linking your account is simple:

1. Go to [washingtonpost.com](http://washingtonpost.com) and [sign in to your account profile](#) with your email and password or create a new account if you don't have one.
2. When you are asked if you're a home delivery subscriber, simply enter your account number (0) as well as your zip code.

[Link your account](#)

We appreciate your business and thank you for subscribing to The Washington Post. Please feel free to contact us at (202) 334-6100 with any questions about your subscription.

# Digital to Drive Retention

Let your customers self-service. It's their preferred method.

**MANAGE YOUR SUBSCRIPTION ONLINE**



Visit our online Subscriber Services Center at [miamiherald.com/service](http://miamiherald.com/service) to make a payment, renew your subscription, place a vacation hold or report a delivery issue. Log in with your phone or email and house number.

Read the Miami Herald online just as it appears in print with the Digital Newspaper  
Available every morning by 4 AM.



[miamiherald.com/activate](http://miamiherald.com/activate) **Miami Herald**  
MIAMIHERALD.COM

## Learn More About Managing Your Subscription

In print ◊ Online ◊ Mobile ◊ Anywhere ◊ Anytime



### Managing your subscription is simple:

1. Go onto [KansasCity.com](http://KansasCity.com)
2. Click on *Full Menu* for dropdown options
3. Click on *Customer Service* in the dropdown menu
4. Click on "Subscription Service Center"
5. For each step of the login, provide one form of identification associated with your account

### Accessing Delivery Options:

6. On the *Delivery Options* dropdown menu you have the choice of selecting *Change Subscription Plan*, *Vacation Holds*, or *Delivery Feedback*. To provide feedback, select *Delivery Feedback* on the drop down menu.
7. For *Delivery Feedback*, select a reason from the *Reason* drop down menu and then click "Continue"
8. Select what you would like for us to do to resolve the issue and then click "Submit"

### Accessing Payment Options:

9. By selecting the *Payments* drop down menu you will be able to make a payment, make a tip or donation, view your account history, or view your renewal notices.

THE KANSAS CITY  
**STAR.**  
MEDIA COMPANY

Visit [KansasCity.com/plus](http://KansasCity.com/plus) for answers to more frequently asked questions, call us at 877-962-7827 (press 8 for operator assistance) or email [customerservice@ckstar.com](mailto:customerservice@ckstar.com).

# Digital to Drive Retention

## Promote Electronic Statements

To view in your browser, [click here](#).  
An Easier Way to Manage Your Subscription.


The Washington Post

Account #: 0

### Managing Your Subscription Just Got Easier!

We are pleased to offer paperless billing statements. To enroll, just sign in with your email and find the paperless billing option under 'My Subscriptions'.

[Sign Up Here](#)



If you haven't already done so, you'll need to first link your home delivery account to your online account. In addition to being able to sign up for paperless billing, this will let you make payments online, submit temporary vacation stops, and access [PostPoints](#), The Washington Post's free reader rewards program.

Linking your account is easy:

1. Go to [washingtonpost.com](#) and [sign in to your account profile](#) with your email and password or create a new account if you don't have one.

# Digital to Drive Retention

## Reward Customers

**Ready,  
Set, Go!  
Get Activated!**

It's that time of year again... The kids are back to school and you can get back to your routine! Now's the time to activate your digital account of The Fresno Bee - it goes wherever you do! And it's included with your subscription.

You'll have unlimited digital access to fresno.com, tablet and Smartphone apps, the e-Edition (digital replica of the print edition) and our mobile website. And to celebrate back to school, when you activate your digital account you'll be entered to win a Target gift card!

1st Place Winner - \$250  
2nd Place Winner - \$150  
3rd Place Winner - \$100

What are you waiting for?  
Ready, Set, Go!  
Get Activated!

ACTIVATE YOUR DIGITAL ACCOUNT TODAY!  
fresnobee.com/activate | 800.877.3400  
Contest Ends 8/31/16

The Fresno Bee



To learn your name: 1.800.981.1111  
A Special Offer for Washington Post Subscribers

The Washington Post

Dear Adam,

As a valued Washington Post subscriber, you are invited to join our free reader rewards program, PostPoints. [Click here today](#) to receive special event invitations, access to exclusive discounts, opportunities to win sweepstakes prizes, and the ability to earn points that can be redeemed for a variety of items in our extensive rewards catalog.

**PostPoints**

REGISTER FOR POSTPOINTS

Here's a preview of some of the exciting discounts and giveaways currently available to PostPoints members:

- LOUDER THAN WORDS**  
NEWSEUM  
JAN. 13 - JULY 31 | BIRMINGHAM  
Newseum  
Enter for the chance to win a pair of tickets to the Loudier Than Words, Rise, Power and Politics event, on display through July 31.  
[Sign up for more details](#)
- MACBETH**  
Shakespeare Theatre Company  
Save 50% on 4 tickets to Macbeth  
[Sign up for more details](#)
- Washington Nationals**  
Enter for the chance to win a four-pack of tickets (25 tickets) to the Washington Nationals vs. Baltimore

2016 EDITION

**HOLIDAY**  
BEST  
FARM-TO-TABLE RECIPES

Miami Herald  
MIAMIHERALD.COM

COMPILED BY CARLOS FRÍAS, MIAMI HERALD FOOD EDITOR

# Digital to Drive Retention

## Use contests to engage and retain.

**Bradenton Herald**  
Sponsored

Like Page

Are you the biggest college basketball fan around? Well now's your chance to prove it! Submit a photo showing off your college hoops pride for your chance to win a \$100 Hooters gift card from the Bradenton Herald!



Show Us Your College Hoops Pride- Enter Now  
Submit your photo before March 5th for your chance to win!

[HTTP://BIT.LY/BRADENTONHOOPS](http://bit.ly/bradentonhoops) [Learn More](#)



### Ledger-Enquirer Winter Contests

Have you had some fun with the "Which President Was It" Quiz? See your cutest couple photo contest winner below! Prizes provided by the Ledger-Enquirer. If you are not a subscriber and would like to learn more about our available subscriptions, click [HERE](#).



[ledger-enquirer.com/contests](http://ledger-enquirer.com/contests)

#### ENTER TO WIN



**Celebrate Our Past President's:**  
Test your knowledge of US Presidents for chance to win a \$25 Amazon Gift Card.

[Enter >](#)



**The cutest couple photo contest winner is...**

Judy and Del M., Midland, obtained the most votes and will get to enjoy a \$50 Restaurant.com Gift Card. [See more >](#)



Checkers Multiplayer



Chess Multiplayer



Backgammon Multiplayer

**Do you love online gaming?**

Along with catching up on the latest news, there are many fun games you can play when logged into the eEdition! [Play now >](#)



Not a current subscriber? Check out these amazing new deals!

\*Note: This offer is only valid for new subscribers. [Subscribe >](#)

to view this email as a web page, go here.

## INNER CIRCLE

Miami Herald of Nuevo Herald

### What's Trending

ACTIVATE YOUR DIGITAL ACCESS  
[ACTIVATE](#)

[Activate Your Digital Access now!](#)

### Upcoming Special Sections

- » Palette Friday, January 27, 2017
- » Indulge -- Food & Wine Friday, February 10, 2017

### Upcoming Events

- » View Events

### Sports Corner

- » University of Miami Tickets
- » Dolphins Football Apple iOS Android
- » Canes Football Apple iOS Android
- » Heat Basketball Apple iOS Android
- » Fanatics

### Subscriber Services

- » Online Customer Service
- » Sign up for EZ Pay billing or renew your subscription
- » Going on vacation? Click here to hold your paper
- » Activate your digital subscription
- » Download our apps
- » Like Us On Facebook
- » Follow Us On Twitter
- » Sign up for our email newsletters
- » Contact Us at 1-800-843-4372

### ENTER TO WIN

**ROC**  
FACE OF CHAMPIONS  
MIAMI JAN 21/22  
INSIDE MARLIN'S PARK

[Enter to WIN tickets!](#)

### TasteBuds KITCHEN

Grand Opening February 2017  
Register Now for 30% off!

### COOKING

Birthdays Parties + Camps  
Workshops + 3120+ Adults  
Weekly Semester Classes

[Grand Opening February 2017!](#)

### FLORIDA MISSION EVERGLADES

Celebrate the grand opening of Florida Mission Everglades!

[Celebrate Zoo Miami's newest exhibit, Florida Mission Everglades!](#)  
Open now!

### PRO FOOTBALL CHALLENGE!

[PLAY NOW](#)  
Miami Herald  
[Pro football challenge!](#)

# Digital to Drive Retention

Heather Williams  
Group VP | Fan Development  
McClatchy



# Data to Drive Retention and Relationship

## Capture

**Upfront**  
**Contests**  
**Appending**  
**Social**  
**Scoring**





# Data to Drive Retention and Relationship

## Contests and Gaming

### Activity

- Use contests to gather data
- Use data to drive engagement
- 300+ contests executed since August 2016

### Results

- Captured 83K email addresses and other data
- 37K emails and data from non-subscribers



The screenshot shows a webpage from The Charlotte Observer. At the top, there's a navigation bar with the site name, a search bar, and links for 'Sign In | Subscribe', 'FULL MENU', 'NEWS', 'SPORTS', 'ENTERTAINMENT', and 'REAL ESTATE'. Below the navigation, a blue banner reads 'CONTESTS & PROMOTIONS' with the date 'JANUARY 17, 2017 2:46 PM'. The main headline is 'Win Passes to FIFTY SHADES DARKER!' followed by 'HIGHLIGHTS' and 'Rated R | In theaters February 10'. The central content is a video player for the 'Fifty Shades Darker - Official Trailer (HD)'. To the left of the video are social media sharing icons for Facebook, Twitter, Email, and Print. Below the video, the text states: '50 readers will be chosen at random and will have their names held on an RSVP list to admit-two at the Theater. Winners will be notified via email on 2/6/17.' A smaller line of text below that says: 'Deadline to enter is 2/5/17. Winners will be notified via email on 2/6/17. Limit one contest entry per individual and per household. All duplicate entries will be deleted. All fields are required.' At the bottom, there are three buttons: 'Charlotte Observer Rewards', 'View Fifty Shades Darker Trailer', and 'Official Rules'.

# Data to Drive Retention and Relationship

## SunHerald WIN

an Amazon Fire Tablet + a 1-month  
Digital Subscription!

**Visit:** [www.sunherald.com/customer-service/contests-promotions](http://www.sunherald.com/customer-service/contests-promotions) to enter

— OR —

Go to the Sun Herald Facebook page:  
[facebook.com/sunherald](https://facebook.com/sunherald)



Please visit contest page for  
complete details.

**Questions? Email [contest@sunherald.com](mailto:contest@sunherald.com)**

# Data to Drive Retention and Relationship

**Thanks for Entering!**  
Get Digital-SunHerald

Brandie,

We've received your entry to [Get Digital-SunHerald](#) brought to you by Sun Herald. If you are a print subscriber, and haven't done so already, don't forget you can receive an additional entry by activating your digital access. Click [HERE](#) to activate your digital access now! As a print subscriber to the Sun Herald, you get unlimited access to our digital products including: [sunherald.com](#), the e-Edition (our digital replica of the daily newspaper), iPad apps, Smartphone apps as well as unlimited access to our mobile website.

Share how to enter with your friends:



Or copy and paste this URL:

<http://sunherald.secondstreetapp.com/Get-Digital-SunHerald/referrals/f3919ae0-8d3a-4ac1-a4c0-86ef07d5c7e4>

# Data to Drive Retention and Relationship

The image shows a screenshot of the Bee Buzz Points website. At the top, there is a banner with a cartoon bee and the text "Bee Buzz Points" in a large, stylized font, with "THE SACRAMENTO BEE" written below it. A modal window is overlaid on the page, titled "Choose an option" with a lock icon. The modal contains two login options: "Log in with your email address" and "Log in with Facebook". The email login section includes fields for "Email" and "Password", a "Remember Me" checkbox, and a "Sign In" button. The Facebook login section includes a "facebook" button. Below the modal, there is a link to "Create one now!" and links for "Terms" and "Privacy". The background of the website shows various promotional banners, including one for "100 chances to get points!" and another for "EVOLUTION OF AN AMERICAN ART FORM".

Choose an option 🔒

Hello, Guest

CONTESTS / EVENTS

FEATURING

100 chances to get points!

#1 Click here

#2 Click here

FREE BEER & MUSIC FESTIVAL

EVOLUTION OF AN AMERICAN ART FORM

Friday May 4 • 7:00 PM

The Sacramento Bee

Log in with your email address.

Email

Password

Remember Me [I forgot my password](#)

Sign In

Log in with Facebook

Sign in using your account with...

facebook

Don't have an account? [Create one now!](#)

[Terms](#) [Privacy](#)

The Lost City of Z RUN OF ENGAGEMENT Passes 1200


Click here to join.

# **Append**


**Cost Benefits**  
**Improve Revenue**  
**Delivery Rate**  
**Managing Lists**  
**Targeting**

# Data to Drive Retention and Relationship

## Social

 **Miami Herald**  
August 12, 2016 · 🌐

Pick up the Miami Herald this Sunday for your Ichiro Suzuki 3K commemorative souvenir, yours FREE inside! Celebrate a Marlins milestone as outfielder Ichiro Suzuki scores his 3,000th base hit!



7,419 people reached



**Keywords**  
**AdWords**  
**Leads**  
**Targets**  
**Messaging**

# Data to Drive Retention and Relationship

## Scoring

## Response Rate Target Offers Dynamic Pricing

▲ Complete top portion and mail in the postage-paid envelope provided. Allow minimum 10 days for processing. ▲

**NEW YEAR. NEW SAVINGS.  
IT ALL BEGINS NOW!**

Dear <Salutation>,

Just because the holidays are over, doesn't mean your savings should be.

That's why we've approved you to receive one of the best money-saving subscription offers of the year. And why you'll want to subscribe to The Sacramento Bee today to take full advantage of this limited-time offer, including:

- **Unlimited digital access** every day on your laptop, PC, Smartphone or other mobile devices.
- **Weekly coupons and savings** to use at your favorite local stores.
- **Complete, in-depth coverage** of local news you won't find anywhere else.
- **A commitment to be your watchdog**, shining a light on local government and business, keeping your family informed.

It's simple. Respond before February 28, 2017, to get all the best local, state and national news coverage—delivered right to your home. But hurry. **Your exclusive New Year savings ends soon.**

**Don't miss your chance to save 88% in the New Year!**

**VISIT** [sacbee.com/subscribe](http://sacbee.com/subscribe) (use offer code New Year) **OR MAIL** Complete the reply card above and return in the envelope provided.

**CALL** 1-800-284-3233 (mention offer code New Year)

# Delivery to Drive Retention

Melody Nelson  
Group Director | Brand & Buzz  
McClatchy





# Delivery to Drive Retention

**The Quickest Way to Lose a Customer (Old or New) Is Poor Delivery Service**



# Delivery to Drive Retention

**Home Delivery Relationships Do Not Start or Stop at The Doorstep....**



# Delivery to Drive Retention



**They Start at the Moment of Purchase and are Nurtured Through Effective Communication**

# Delivery to Drive Retention

## The Importance of Effective Communication

- Sets Delivery Expectations
- Decreases Call Volume
- Builds Trust and Loyalty



# Delivery to Drive Retention

## WELCOME

Should serve a multiple purposes

- Welcome/Thank You
- Communicate Value
- Customer Service
- **Ensure Delivery Has Started**



# Delivery to Drive Retention

Delivering a good first impressions is the beginning of a lasting relationship...

- Addresses and corrects delivery issues before it becomes a bigger problem.
- Positive customer service experience and builds trust

## The Charlotte Observer

How's Your Service?

Thank you for subscribing to The Charlotte Observer.  
Your delivery was scheduled to begin

Are you receiving your paper?

Yes  
 No

Contact Information

\*First Name:

\*Last Name:

\*Address:

Suite/Floor:

\*City:

\*State/Province:

\*Zip:  (nnnnn) or (ana nan)

\*Phone No.:  (nnn) nnn-nnnn

\*E-mail:

\*Confirm E-mail:

Comments/Questions:

\*Be sure you have completed all required fields.

# Delivery to Drive Retention

## Complaint Follow-Up

- Continue Complaint Follow-Up
- Email
- Multiple Missed - Escalation Home  
Delivery Follow-up Call
- Social Media
- Compensating a Missed Delivery : Credits, Gift Cards, Store Pick-Up

You may use this coupon to pick up a copy of today's newspaper at any Albertsons

Thank you.



# Delivery to Drive Retention

## Temp/Vacation Stops

- No Restart Date /Restart Confirmation
- Vacation Confirmation - Policy Communication



# Delivery to Drive Retention

## Communicating to Manage Expectations

- Down/Late Routes
- Production Issues/Delays
- Inclement Weather


**Opportunity  
to  
promote and  
drive traffic  
online and to  
your digital  
replica/e-  
Edition**

To view this email as a web page, go [here](#).

**Miami Herald**

Home Delivery Subscribers: Safety is our primary concern.

Based on the current weather forecast, we anticipate delays in Friday's Miami Herald delivery schedule. Please stay up to date with the latest news online at [MiamiHerald.com](#) and check the daily digital e-Edition at [MiamiHerald.com/Digital](#) for Friday's newspaper. We apologize for any inconvenience, and please stay safe.



Get [text alerts](#) and [email updates](#); and you'll have unlimited access to our [website](#), [mobile apps](#) and the print-replica [e-edition](#) during Hurricane Matthew.

This email was sent by:

THE NEWS TRIBUNE  
[ [the-news-tribune.com](#) ]

### Wet Paper or Missed Delivery?

We've got you covered!



Meteorologists are forecasting **inclement weather** for the next couple of days. This could lead to delivery delays on some routes, or you may simply want to remain indoors a bit longer than usual in the morning. Unlimited access to our [website](#), [mobile apps](#) and the print-replica [e-edition](#) are included with your subscription. So, please stay informed during **inclement weather** with digital access on your tablet, smart phone and computer! If you have not activated the digital portion of your account, now is the perfect time. Be Safe and Stay Dry!

[Click Here to Activate Now So You'll Be Prepared](#)

# Delivery to Drive Retention



customer  
feedback

**Give customers a voice and reward them for it. Surveys are your friend. Keep them short enough to not be a nuisance yet still provide useful data.**

**Proven Strategies for  
Strengthening Relationships  
& Retention**

# Questions





**AUDIENCE DEVELOPMENT**

# **PROVEN STRATEGIES FOR STRENGTHENING RELATIONSHIPS AND RETENTION**

Moderator: Heather Williams, Group VP Fan Development, McClatchy

Melody Nelson, Group Director, Brand & Buzz, McClatchy

Rich Handloff, Director of Consumer Marketing, The Washington Post

April 30 - May 3, 2017  
New Orleans, LA

Thank you!

**NEWS MEDIA**  
ALLIANCE