

Sun-Sentinel Between Editions

THE SUN-SENTINEL COMPANY EMPLOYEE NEWSLETTER | AUGUST 14, 2007

Advertising and Circulation benefiting from employee ideas

Two bigger fixes resulting from Sun-Sentinel Company's transformative change employee feedback process are benefiting the Circulation and Advertising divisions – and improving the company's service to its customers.

During feedback meetings in Advertising, many sales representatives repeatedly mentioned the process of receiving and distributing sales reports after they were printed and collated each day was time-consuming and inefficient.

Based on the feedback, Finance's Paul Randall teamed with Newsday's System Consultant Coby Resnick. They developed a technical solution that allows reps to receive daily sales reports by e-mail that are tailored to their specific individual sales needs. Now, instead of having to wait for sales assistants to process the bulky printed reports each morning, reps can get their own daily reports from any computer. The new process also saves paper.



Randall

Circulation's route optimization program, developed by Distribution Manager Manly Baker and the Home Delivery distribution team, consists of reducing the current number of routes and expanding the size of the remaining ones, resulting in larger, more profitable routes. This program will deliver over \$400,000 this year to the company's bottom line and approximately \$1 million next year.



Circulation's new route optimization program is expected to deliver over \$400,000 to the company's bottom line this year. Some of the employees involved in implementing the program include, from left, Yourry Desnoyers, Manly Baker, John Proteau, Dick Cormier, Mike Fredericks, Dean Robinson, Mynor Acevedo and Henry Austin. For a complete list of team members, please see SunSpot.

Quick Fixes of the Week



Editorial Page Editor Tony Fins knew that he wanted Cartoonist Chan Lowe (left) to begin animating some of his cartoons and posting them on Sun-Sentinel.com. That's when one thing led to another and Fins was introduced to Cathy Gray (right), an animator who works in the Marketing Special Sections department. Since then, Lowe and Gray have been working together to post animation of Lowe's cartoons. The first one they teamed on can be viewed by visiting the Opinion page on Sun-Sentinel.com.



Sun-Sentinel Reporter Tony Man (left) came up with a "quick fix" idea to help improve communications. Man suggested that it would be helpful if employees could be able to search SunSpot by "date" for articles they may have missed, in addition to being able to search by its existing subject/topic capability. Technology's Robert Merritt (right) was able to create the new date range search capability. It has been added to the SunSpot homepage and to all divisional pages.

IMPORTANT UPDATE

Changes to upcoming meetings

Some changes have been made to the upcoming meetings that have been scheduled to discuss the company's vision.

Last week, a Guiding Coalition meeting was held where solid progress on the vision was made. Because there's still work to do to finalize the vision, Publisher Howard Greenberg will use the upcoming meetings to update employees on all of the progress and changes that have been made here at Sun-Sentinel Company in response to employees' transformative change ideas and feedback. Here's the schedule for these informal "Coffee with Howard" sessions:

(Please note there are some changes from the schedule that was originally planned)

Wednesday, August 22
8 p.m. – Deerfield Auditorium

Thursday, August 23
8:30 a.m. – Deerfield Auditorium
10 a.m. – Deerfield Auditorium
2 p.m. – Fort Lauderdale Auditorium
5 p.m. – Fort Lauderdale Auditorium

Friday, August 24
2:30 p.m. – South (Weston) Community Room
3:45 p.m. – South (Weston) Community Room

Monday, August 27
2:30 p.m. – West (Tamarac) Community Room
3:45 p.m. – West (Tamarac) Community Room

Tuesday, August 28
10 a.m. – Delray Auditorium
11:15 a.m. – Delray Auditorium
1:30 p.m. – Forum Publishing Group Warehouse

Wednesday, August 29
8 p.m. – Deerfield Auditorium

Thursday, August 30
10 a.m. – Fort Lauderdale Auditorium

Thursday, September 6
9:30 a.m. – Deerfield Auditorium
11 a.m. – Deerfield Auditorium

The new dates for the vision town hall meetings will be shared soon so please continue to stay tuned to company wide communications for updates.