

LMCIS Adds Two New Contributors

Daniel L. Williams who is currently the Director of Audience Development for The Day Publishing Company, based in New London, CT. is the newest contributor to LEARNing More Circulation Idea Service. (LMCIS)



Williams joins other top circulation and newspaper industry experts who regularly contribute to the monthly publication including: Fred Foutz, Jerry Bellune, Max Heath, Bob Bobber, Phil Hanna, Frank Mastromarino, Jim Martin, Keith Foutz, Mike Zinser, Peter Gutierrez, Tad Kilgore, Rebekah Rose, and Tony LeBlanc.

Williams currently oversees consumer revenue and audience growth, database marketing and customer relationship management programs, member acquisition and retention activities, strategic planning, brand marketing, and new business development with initiatives across print and digital product lines for the multi-media group. These are also the areas that Williams will primarily write about when contributing to LEARNing More Circulation Idea Service.

In the past Williams has presented and written on a variety of consumer sales and database marketing topics with NAA, INMA, the Suburban Newspaper Association, the Tennessee and North Carolina Press Associations, Presstime magazine, Editor and Publisher, and smartFOCUS Astech.



Steve Learn, LMCIS owner, worked closely with Williams when they were both with the New York Times Media Group, had this to say about him. "Daniel has been on the cutting edge for new age circulation marketing for several years. I think his knowledge and expertise will be a great asset to our readers as we transition from traditional marketing concepts to a new level of sophistication that is required in today's

newspaper climate."

Prior to joining *The Day*, Daniel held management positions with the New York Times Regional Media Group, The Jackson Sun (Jackson, TN), The News and Observer (Raleigh, NC), and USA Today.

While at the New York Times Media Group he was instrumental in the following areas of their marketing reorganization.

- Consolidated Telemarketing Call Centers
 - Achieved \$620,000 savings over 3 years.
 - Redirected \$350,000 into bolstering outbound CRM programs.
- Total Annualized Source Savings >\$1,000,000 over 3 years.
- Reduced Discount Expense (30%) over 3 years.
- Increased Revenue per Subscriber +8.4% over 3 years.
- Organization Restructured

Daniel is a 1998 graduate of North Carolina State University, and his wife Tammy and three children reside in Lyme, CT.

Dan Montgomery is a highly respected circulation director who has seen his share of successes and has also seen and overcome career setbacks.



He started at the *Detroit News* in 1974 as a district manager and quickly moved up the ranks. He held several positions at the *Detroit News* including Home Delivery Manager, Training and Special Projects Manager and Single Copy Manager.

In 2004, after experiencing a layoff from the *Detroit News*, Montgomery accepted a position with the Journal Register Co. as their Circulation Director for the Pottstown Pa. Mercury newspaper.

Then, in late 2005, Montgomery was lured away from Pottstown to become the Assistant Circulation Director at the *Portland Press Herald* in Portland, Maine. He stayed in that position until 2008 when he was promoted to Circulation Director.

In 2009, the *Portland Press Herald* was sold and the new ownership brought in a new management team.

Montgomery quickly landed on his feet 6-weeks later when he took over as Circulation Director for the News Publishing Co. in Rome, Georgia which included the daily *Rome News-Tribune* as well as six paid and five weekly publications.

In 2011, the Rome newspaper downsized and his position was eliminated. Again, Montgomery quickly landed on his feet when he took over the Circulation Director position for *The Times* in Gainesville, GA. *The Times* is a 26,000 circulation paper owned by Morris Multimedia Inc.

Outside of work he is very involved in church activities, enjoys camping and NASCAR.

Montgomery and Linda, his wife of 40 years, have two children and six grandchildren.

Learn called Montgomery someone that has never let career setbacks keep him down. "Dan has seen a lot of success in his career but he has also experienced layoffs and had his position eliminated. Many times when this happens a career is over, not with Dan. He continues to battle back and that is a testament to his character."

Montgomery will be writing about important topics that circulation professionals face every day and also writing about leaders in the circulation industry.

LEARNing More Circulation Idea Service is a circulation and marketing trade publication based in Killen, Alabama that has been helping newspaper and circulation professionals for over 50 years. LMCIS is published monthly with subscribers worldwide. LMCIS is also an industry leader in training and development material. Visit them online at www.circulationidea.com.