

Dear Colleagues,

A rival media company has asserted that I cut circulation of some FCN publications.

The poorly-researched article wrongly asserts that I slashed circulation of three FCN publications to save costs between October 2010 and March 2011 inclusive, even though I was not then Chief Operating Officer for Melbourne Publishing.

The circulation numbers quoted in the article are in any case the Circulations Audit Board average figures for that period. The fact that the October-March period usually shows lower circulation numbers due to the long-standing Christmas shutdown period and lower print runs in January when it is difficult to get full walker coverage seems to have been overlooked in the article.

The CAB sets the audit review period. Whenever we do not publish an issue or issues of our publications, the Board records the fact as zero publications for that week. That naturally leads to a lower average. If our non-publish weeks do not coincide with the CAB's set exempt weeks, our average figure is compromised.

During the weeks mentioned in the article referred to above - June 22 and 29, 2011 - we printed 110,538 copies of Melbourne Weekly, 41,770 copies of Melbourne Weekly Port Phillip, and 94,399 copies of Melbourne Weekly Bayside. These figures will be submitted to the CAB for the next audit period. We updated the official CAB circulation figures on our website for the previous audit period as soon as they became available from the CAB. However, the article inferred that we deliberately cut our circulation from one week to the next.

The article also mentioned that FCN General Manager Colin Moss had told local sales reps to stop calling on clients. Again, that is untrue. The fact that we are in the process of reallocating some Drive clients to different sales representatives within the Marketplaces Division is not the same thing at all. The relationship that local sales reps have with their clients is crucial for a smooth and effective handover in September, and is much valued.

Last, the article mentions the recent appointment of Felix Gander, and incorrectly asserts that he has his eyes on Colin's job and has been appointed to oversee outsourcing of FCN content. Not true. Colin Moss sought out Felix to take on the crucial role of FCN Publications Director - Central Region. Felix has more than 30 years' publishing experience and will bring considerable management experience to all the Central Region staff under Colin's leadership.

Colin also has more than 30 years' experience in media, has managed the FCN business extremely well for more than five years, and I have complete faith in his ability to keep doing so.

If you have any clients or contacts who have heard about or read the rubbishy article I refer to, please feel welcome to relay this message and set the record straight. You and any of your clients are also welcome to contact me or Colin Moss directly if you or they require reassurance.

Regards,

David

David Hoath

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