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BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, DC 20268-0001

POSTAL RATE COMMISSION
OFFICE OF THE SECRETARY

POSTAL RATE AND FEE CHANGES, 2000)
_____)

Docket No. R2000-1

DIRECT TESTIMONY
OF DAVID M. JONES
ON BEHALF OF THE
PROFESSIONAL FOOTBALL PUBLICATION ASSOCIATION

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I. Autobiographical sketch

My name is David M. Jones. I am the owner of American Sports Media, which publishes unofficial newspapers for five National Football League teams, based in Rochester, New York. I hold a business and marketing degree from the Rochester Institute of Technology and have been in the sports publication business for about 10 years. Prior to that, my professional background was in advertising sales. I launched my first paper in 1991 as I saw it as an opportunity to start my own business. Since then, the business has grown – and so has my family. My wife and I now have two children, seven and five, who have grown up knowing that Sundays in the fall are “football” Sundays.

I am also a member of the board of directors of the Professional Football Publication Association (PFPA). PFPA represents 22 football publications in the cities of the teams of the National Football League. Most of our publications are privately owned and are not associated formally with the NFL. Rather, they are published by companies whose mission is to provide an independent voice and channel for the benefit of football fans.

II. Purpose of my testimony

I am testifying in this case on behalf of PFPA, which has grave concerns about the periodicals rates proposed in this case. The purpose of my testimony is to help the Postal Rate Commission to understand the harmful impact upon our sports publications if the Postal Service's proposed rates are allowed to go into effect.

III. Rising rates and poor service threaten our industry

PFPA newspapers are generally published on a weekly basis during the football season and monthly during the off-season. They are typically printed on newsprint in a tabloid format. They are characterized by high editorial content and varying degrees of advertising, colorful design and detailed information about players, team strategies, inside information from the locker rooms and game critiques.

American Sports Media's holdings are a testament to the high interest in these publications. Our growth has been rapid. We started with one paper then purchased four more. We have subscribers in all states and many international customers. We sell NFL licensed merchandise in our papers and our reporters and photographers have won several awards.

Our newspapers are the following:

Skins Report, circulation 6,000, covering the Washington Redskins;

Shout, circulation 13,000, covering the Buffalo Bills;

Giants Insider, circulation 11,000, covering the New York Giants;

Silver and Black Illustrated, circulation 9,000, covering the Oakland Raiders; and

Jets Confidential, circulation 9,000, covering the New York Jets.

I have placed a copy of each of our publications on file as PFPA Library Reference No. 1, to provide the Commission with an opportunity to review them.

Like those of most PFPA members, my newspapers are entrepreneurial enterprises designed to reach the community of football fans. During my ten years in this business, I've acquired a keen appreciation for the degree to which newspapers depend upon the Postal Service for the success of their business. In the case of American Sports Media, the Postal Service is our main distribution partner. We rely upon periodicals mail class for at least three quarters of our distribution in all five cities. Newsstand sales account for most of the rest.

My position with PFPA is to head its national advertising and marketing committee. I work with members on techniques to increase revenues and to provide high quality publications. It is through this service that I have begun to explore the growing and costly problems created by poor periodicals mail performance. I am testifying here primarily about my own newspapers' experience of recent years, but I have some familiarity with the distribution patterns and problems of other members within PFPA. I have conducted some research into their mailing profiles and customer satisfaction to prepare for this testimony.

Publishers of PFPA newspapers are exceedingly frustrated by poor mail service. It is always the number one concern of every publisher when we meet to discuss the future of our business. We've tried a variety of solutions, but none have been satisfactory. We are working actively upon alternative distribution channels, such as email, website and faxed newspapers, because the poor

service and rising costs threaten the very existence of our niche in the sports publication industry.

It is important for the Commission to understand the need for timeliness and reasonable rates--how they relate to profitability.

Some readers of our newspapers reside in the metropolitan areas of their favorite NFL teams. But the majority of our readers are in outlying suburbs or exurbs or they may be fans-in-exile, who have moved to another city. Some are migratory. Because football is a fall sport, a significant segment of our readers have moved to warmer resort climates for all or part of the season and they use our newspapers to follow their favorite teams.

During the season, PFFA newspapers are generally published on Mondays. They are designed to reach the readers before the game day, which generally is Sunday. That means the newspapers must be delivered within a six-day window so they will reach the mailbox by at least Saturday. The Postal Service has assured us repeatedly that its service standards should enable this timely delivery to occur.

When the mail is delayed and readers do not receive their newspapers before the game, the newspaper loses most of its value. Readers are not interested in knowing about a team's strategy for a key game when they have already seen the game. They do not care about last week's injuries or coaches' complaints. They want to have the inside information before they see the game. If they have it, their living room conversation will be peppered with observations gleaned from our publications and that will enhance the value and interest of the

paper to them as well as to the potential new subscribers who are sharing the beer and popcorn in front of the television. And of course, we hope that their avid reading of the pregame news also will lead to notice of the many products and services our advertisers wish to offer to football fans.

When the Postal Service lets us down, we have an incomplete pass. Our best editor may quarterback an excellent issue. Our intended receivers may be standing at the mailbox on Friday or Saturday, waiting for the throw. But when the mailbox is empty, the play ends. The receivers leave the field and our defense has to be brought in to field complaints and hope to protect our newspaper from the many competitors for the readers' time, interest and money. Inevitably, we see some of them racking up points on the scoreboard against us.

Every football fan knows you only get four downs to move the ball successfully. If you can't make your distance, you lose possession. You may even look up in the stands and see your fans headed back to the tailgate party, taking their enthusiasm and their wallets with them. Enough of that, and you have a failing franchise on your hands.

That's exactly what happens to PFPA members when the Postal Service permits bad delivery and rising rates to combine like hulking blockers, between us and our intended goal--satisfied readers. It makes the situation all the more painful that we thought these blockers were on our team. Instead, they seem bent on stopping us at the line of scrimmage. Every year, each one of our newspapers loses thousands of renewals solely because of late postal delivery. Every Monday morning our offices are flooded with complaints and cancellations.

To have these mounting service problems buttressed by rate increases in the magnitude of this case makes PFPA members doubt that the Postal Service truly intends to be our distribution partner. The impact of these proposed rates in this environment would be truly harmful to these small, but important publications.

IV. Readers' complaints demonstrate the problem

Long before I realized I might be asked by PFPA to offer testimony on the impact of this rate case, I began keeping a file of unhappy readers. We often find that our newspaper is blamed for the one element of quality publishing that we cannot control--the timely delivery.

As Attachment A to my testimony, I am providing copies of some of the readers' complaints in my electronic mail file for the past year. While I have no first-hand knowledge, of course, of what actual mail service readers may have received, I do have first-hand knowledge of the feedback we get from readers, because their complaints are either initially directed to me or are routed to me by my staff. I or one of my senior staff members attempts to answer them all.

Here is a sample of the sort of mail that has come to my mailbox:

"Currently I have a subscription to Shout. I really love the magazine. The trouble is the delivery. I get the current issue AFTER the game has already been played. ...This is the same problem I had with Shout two years ago, which is why I cancelled that subscription. If you cannot promise me that the issues will start arriving on time, then please cancel my subscription AGAIN, (emphasis by the writer), and refund my money. I hate to do this because, as I said, I really like Shout. But, it's useless to me to read old news. I just don't like it." Yaniv Adir, Atlanta, GA

"To whom it may concern: I am a very disappointed subscriber to the Silver and Black Illustrated. As of today, November 4, 1999, I still have not received my issue of S&BI dated October 31, 1999...According to your own paper, it was sent out October 25. This issue is completely useless now. What good is it after the game it is covering is already completed? Don't tell me I need to pay for extra postage in order to get my paper. This is your responsibility to get my paper to me ON TIME!" Christina Tisone, Canon City, CO

"Dear Skins Report: I have been receiving your magazine for over two years now and have never been more disappointed. I used to get the issue you mailed on Monday on Wednesday or Thursday. Then it started being Friday or Saturday. Now I don't get the issue you mail out on Monday until the following Tuesday or Wednesday. Are you telling me it takes 8-9 days for something to be mailed from Washington to get to my home in North Carolina? This is completely unacceptable. Either you start getting me my magazine before the next game or I will have to cancel my subscriptions." Scott Canipe, Lincolnton, NC

"I did not receive last week's Skins Report. I wanted to read about the Redskins Vs. Bears game BEFORE the game. Let me know what's going on." Tom Dean, Bryan, OH

"Hi, I've been a subscriber now for 4 or 5 years. I've always received my Silver and Black Illustrated on time. Until now...Today's date is Oct 5, 1999, and I have just got and (sic) issue in the mail September 19, 1999. It's somehow not as interesting reading about how we're going to handle Moss and Carter when we just played Seattle. ...I enjoy reading the paper, but not a month late." Johnny Bell, Rodeo, CA

These are just a sampling of reader complaints that I've received in recent months. The ones I have cited are included in my attachment. I have several hundred more, all of about the same tone. The readers believe our newspapers are responsible for the problems, that we somehow are keeping them from getting their newspapers on time. And yet we are, if anything, doing more now

than we ever did to get the papers prepared properly and presented to the Postal Service according to the regulations.

V. PFPA pieces are mailed relatively short distances and are highly automated

Because reader complaints have been a virtual plague these past few years, PFPA has turned increasing attention to finding solutions. After this case was filed and it became apparent that we would pay for bad service with outrageous rate increases, I decided to take a closer look at PFPA mail. I wondered whether there was something about our mail that made it particularly difficult to deliver. Because I am aware that low density mail traveling long distances requires not only transportation costs, but multiple handling in mail processing, I asked members to describe their mailing distances and sortation levels. Also, because we have been urged to provide barcodes on our mail so that the Postal Service's automated sorting equipment could be used instead of costly manual sorting, I wanted to know our degree of automation. Initially, I thought perhaps our mail was traveling unusually long distances, or that we had a high degree of non-automated mail.

I received data from 12 of our 22 members. I believe I would have received more if we had had more time, but from my experience with these publications, the patterns of the others would not be appreciably different.

Here is what I learned about the destinations of our mail

Destinations of PFPA publications

SCF-	18%
Zones 1&2	35%
Zone 3	22%
Zone 4	10%
Zone 5	8%
Zone 6	4%
Zone 7	3%
Zone 8	1%

Indeed, it seems that nearly half of our mail is delivered to close zones. A very small percentage goes beyond zone 4.

Included in these totals are the various drop-shipped editions of the Vikings and my five newspapers, which have several entry points. The other publications use only one entry office.

I also looked at our sortation levels and here is what I learned.

Automation of PFPA Publications

Basic -nonautomation	1%
Basic - automation	6%
3 digit - nonautomation	3%
3 digit- automation	41%
5 digit - nonautomation	1%
5 digit - automation	40%
carrier route	8%

There appears to be a relatively high degree of bar-code usage by our members. I found that 87% of the mail was prepared for automation and that 8%

is carrier route sorted. So only about 5% of our mail should be handled manually in mail processing.

I have provided a spreadsheet summary of our survey results in Attachment B.

I have learned from this case, however, that our efforts at barcoding may have been an unnecessary expense on our part, because it evidently does not help. I understand from testimony in this case that the Postal Service often does not use its automated sorting machines for our mail. I consider this an affront to our publications, because we have undertaken considerable expense to be ready to prepare our mail as we thought the Postal Service desired it.

Our members have made a good faith effort to comply with all rules, regulations and sorting protocols. We have formed a postal committee. We have heard presentations from Postal Service officials on ways we could improve. We have put publication watches on our individual issues. We have automated. We have followed all the rules for certification of our mailing lists. We are, frankly, at a loss to know what we should do next.

The impact of the proposed increase upon our mail will be heavy (Our per piece rate will go from \$.19 to \$.21-.22) I understand from other members that the increase for them is going to be higher than even the Postal Service had estimated.

The impact of higher postage rates will be higher subscription and advertising rates. Our publishers have no other way to recover costs. One way

or the other, we will be handing an uneasy marketplace an increase at a time when we know the dissatisfaction with service is on the increase. And it is through no fault of our own.

Readers have many alternatives. One is to read our content over the Internet. Another is buy the paper on the newsstand. A third--the one we fear most --is to fill their time with something else.

We want to continue to support the interest in football. We want to be an interesting and positive force for our readers. Perhaps it will give the Commission a sense of the importance of this matter to us if it reads an article prepared by our senior editor, Ken Palmer--again, before I learned I might be a witness in this case. I believe it explains our problem as well as any. It is provided as Attachment C.

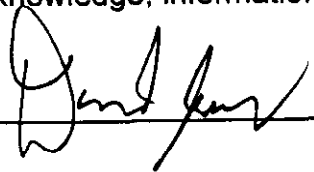
Conclusion

PFPA members occupy an important niche in American culture. Football enthusiasts create a common ground of community interest for six months of each year in ways that bring people together for shared fun and team spirit. Our newspapers enhance that experience and fill a need in the marketplace and in sports culture. But we can fulfill our role only if we are able to achieve timely delivery at a reasonable cost. Obviously, at this juncture, many of our readers are disappointed in us.

We would like a touchdown with the readers every time. We request that the Commission accept the testimony of the experts in this case who are critical

DECLARATION

I, David Jones, declare under penalty of perjury that the foregoing answers are true and correct, to the best of my knowledge, information, and belief.



5-18-2000

X-WebTV-Signature: 1

ETAsAhR9Sbi00ynhqdsWv4GKD2CDehZAPwIUSbomI/wWLo9+3a6+sYs0FVbPQwA= From: bluknghtga1@webtv.net (Yaniv Adir) Date: Mon, 4 Oct 1999 16:30:07 -0400 (EDT) To: asm@frontiernet.net
Subject: Delivery
MIME-Version: 1.0 (WebTV)

Hi,

Currently, I have a subscription to Shout. I really love the magazine. The trouble is the delivery. I get the current issue AFTER the game has already been played. Last week, I got the issue previewing the Philly game, 2 days after the game was over. It's Monday, and I have yet to get the issue with the Bills/Dolphins preview.

This is the same problem I ad with Shout 2 years ago, which is why I cancelled that subscription. If you cannot promise me that the issues will start arriving on time, then please cancel my subscription, AGAIN, and refund my money. I hate to do this because, as I said, I really like Shout. But, it's useless to me to read old news. I just don't like it.

Thank you,
Yaniv Adir
Atlanta, GA

Blue Knights--- "Ride with Pride"

Attachment A PFPA T -1
Email complaints from readers
25 pages

From: "edntor" <edntor@email.msn.com>
To: <asm@frontiernet.net>
Subject: from Jets Confidential subscriber Date: Thu, 21 Oct 1999 16:09:10 -0400
X-Priority: 3
X-MSMail-Priority: Normal
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3110.3

October 21, 1999

To Whom It May Concern:

I am currently a jet confidential subscriber and need to make you aware of an address change which is listed at the bottom of this message.

Also, I have been receiving my magazine a week late which as I'm sure you know can be quite annoying reading things that I am aware of already. I'm sure you will look into the matter promptly.

Thankyou,

Victoria Scheuing

Old address: 42-36 215th Street
Bayside, NY 11361

NEW ADDRESS: 219-23 75th Avenue
Bayside, NY 11364

From: "John Boyd" <jboyd@rivals.com>
To: <asm@frontiernet.net>
Subject: Fw: Lack of Delivery
Date: Thu, 4 Nov 1999 18:17:29 -0700
MIME-Version: 1.0
X-Priority: 3
X-MSMail-Priority: Normal
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300

nt:</bold> Thursday, November 04, 1999 9:45 AM <bold>Subject:</bold> Lack of Delivery

To whom it may concern: I am a very disappointed subscriber to the Silver and Black Illustrated. As of today, November 4, 1999, I still have not received my issue of S & BI dated October 31, 1999. Volume 11, Issue 12. According to your own paper, it was sent out October 25. This issue is completely useless to me now. What good is it after the game it is covering is already completed? I have gotten very little satisfaction from your customer service department with my complaint. I am requesting an extension on my subscription, with my expiration label now to read 12 10 instead of 12 9. Something needs to be done about this problem. It seems to happen every year about this time. Don't give me the excuse of the Christmas rush. I don't buy it. Don't tell me I need to pay for extra postage in order to get my paper. This is your responsibility to get my paper to me ON TIME! It is not my responsibility to keep calling and see if I am going to receive it before the game is over for the week. As you can see, I am very disappointed with your so-called service. I will be very surprised if I see a response to this complaint. I don't hold out much hope.

Christina Tisone </x-rich>

From: "Canipe, Scott C" <Scott.Canipe@cmcsgr.com> To: "'asm@frontiernet.net'"
<asm@frontiernet.net> Subject: LATE ISSUES
Date: Mon, 8 Nov 1999 06:16:28 -0600
MIME-Version: 1.0

DEAR SKINS REPORT I HAVE BEEN RECEIVING YOUR MAGAZINE FOR OVER TWO YEARS NOW AND HAVE NEVER BEEN MORE DISAPPOINTED. I USED TO GET THE ISSUE YOU MAILED ON MONDAY ON WEDNESDAY OR THURSDAY. THEN IT STARTED BEING FRIDAY OR SATURDAY. NOW I DONT GET THE ISSUE YOU MAIL OUT ON MONDAY UNTIL THE FOLLOWING TUESDAY OR WEDNESDAY!!!! ARE YOU TELLING ME IT TAKES 8-9 DAYS FOR SOMETHING TO BE MAILED FROM WASHINGTON TO GET TO MY HOME IN NORTH CAROLINA?? THIS IS COMPLETELY UNACCEPTABLE. EITHER YOU START GETTING ME MY MAGAZINE BEFORE THE NEXT GAME OR I WILL HAVE TO CANCEL MY SUBSCRIPTION!!!!

THANKS A VERY DISAPPOINTED CUSTOMER: SCOTT CANIPE
SCOTT.CANIPE@CMCSG.COM

From: NLSaxis@aol.com
Date: Tue, 5 Oct 1999 20:10:58 EDT
Subject: late delivery
To: asm@frontiernet.net
MIME-Version: 1.0

I have been suscribed to s&bi off and on for years now but I always seem to get my copy the monday or tuesday after the game featured in that weeks issue. Who can I talk to or write about this? JEFF LA SCOLA
207 SHELDON ST APT 1
EL SEGUNDO CA 90245-3919

pFrom: NLSaxis@aol.com
Date: Mon, 1 Nov 1999 00:33:51 EST
Subject: late delivery II
To: asm@frontiernet.net
MIME-Version: 1.0

Nearly a month ago I contacted you with the problem of receiving my s&b i a day or two after the game it was previewing. I received an e-mail stating that you would contact my post office and find out the problem. Since then the delivery time has gotten a lot WORSE. Today is Sunday the 31st and I have not even seen the issue for the jets game last week. What can be done to fix this?

Jeff La Scola
El Segundo, CA

Reply-To: <tomdean@montpelierplastics.com> From: "Tom Dean"
<tomdean@montpelierplastics.com> To: "'dave jones'" <asm@frontiernet.net> Subject:
last weeks SKINS REPORT
Date: Mon, 1 Nov 1999 10:02:01 -0000
MIME-Version: 1.0
X-Priority: 3 (Normal)
X-MSMail-Priority: Normal
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.2106.4 Importance: Normal

I did not recieve last weeks Skins report.I wanted read about the Redskins vs Bears
game BEFORE the game.Let me know whats going on. Thank you tom

-----Original Message-----

From: dave jones [mailto:asm@frontiernet.net] Sent: Tuesday, October 05, 1999 1:37
AM
To: tomdean@montpelierplastics.com
Subject: RE: PAST NEWS LETTERS

Just call us at 1-800-932-4557 and tell us what issue you need.

Date: Mon, 15 Nov 1999 07:51:43 -0600

From: "Charles R Marcus" <marcusc@doacs.state.fl.us> X-Accept-Language: en
MIME-Version: 1.0

To: dave jones <asm@frontiernet.net>

Subject: Giants Insider Delivery

Dave:

My Saints issue arrived November 10, and my Eagle II issue arrived November 13. I'm caught up and things are looking up (except with the Giants offense).

I'll do like Ken Palmer suggested and write to the postmaster.

Thanks!

---CRM 11/15

From: go-r8drs@pacbell.net
Date: Tue, 05 Oct 1999 16:49:54 -0700
Reply-To: go-r8drs@pacbell.net
MIME-Version: 1.0
To: asm@frontiernet.net
Subject: Late Paper

Hi,

I've been a subscriber now for 4 or 5 years. I've always received my silver and black illustrated on time. Until now... Today's date is October 5, 1999 and I just got an issue in the mail, SEPTEMBER 19, 1999. It's somehow not as interesting reading about how we're going to handle Moss and Carter when we just played Seattle. The issue I got before this one (and after the Bears game) was a training camp issue.(August 22, 1999) I just was curious on what new and improved changes have happened around there. I enjoy reading the paper but not a month late.

Johnny Bell
200 Harris Ave.
Rodeo, Ca 94572

Date: Wed, 20 Oct 1999 19:07:33 -0400
From: wendy <atvers@warwick.net>
MIME-Version: 1.0
To: asm@frontiernet.net
Subject: Late Jets Confidential again

To whom it may concern.

My name is Steve Tversland 11 Olde Wagon road, Warwick N.Y. 10990 I am very upset that my Jets report cannot be sent on time . It is boring to read about the Colts-Jets scouting report after the fact. If the mailings does not start to arrive at or before game time I will not renew my subscription when it runs out.

Sincerely

Steve Tversland

From: NUTDRAGGER@webtv.net

X-WebTV-Signature: 1

ETAtAhR9RFpGtfjivLHIN9otWoHDgk1DHgIVAKjNuJ0RQbqmb2VU+d++FSuQvoJ/ Date: Mon,
11 Oct 1999 18:37:13 -0400 (EDT) To: asm@frontiernet.net

Subject: your mailing sucks

MIME-Version: 1.0 (WebTV)

i subscribed to skins report for many years even when it was redskin review . my last
issue ive gottn was SEPT 12! its OCT12TH and still no issue! i will never subscribe again
and i will make sure my friends dont either! great doing business with a half ass outfit!!

KEITH

HARTMAN NORFOLK VA.

From: "tkecm" <tkecm@gateway.net>
To: <asm@frontiernet.net>
Subject: UNTIMELY ARRIVAL
Date: Sat, 16 Oct 1999 08:06:39 -0600
MIME-Version: 1.0
X-Priority: 3
X-MSMail-Priority: Normal
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3110.3

DEAR SHOUT, I AM A ARDENT BILLS FAN LIVING IN SANTA FE, NM. MY PALS BACK IN BUFFALO BOUGHT ME A SUBSCRIPTION TO SHOUT AND I REALLY ENJOY READING IT EACH WEEK. THE ONLY PROBLEM I HAVE IS IT TAKES FOREVER TO GET THE NEWSPAPER. I COULDN'T WAIT TO READ ABOUT THE BILLS VICTORY OVER MIAMI. YOU MAILED THE PAPER ON THE 5TH. I RECEIVED IT ON THE 14TH. WOULD IT BE POSSIBLE TO FOR YOU TO SEND IT OUT FIRST CLASS MAIL? FIRST CLASS WOULD COME IN 4 DAYS INSTEAD OF 9 DAYS. I WOULD GLADLY PAY THE EXTRA POSTAGE. THANKS FOR THIS CONSIDERATION.
SINCERELY, TOM MAYER 29 ESTAMBRE RD SANTA FE, NM 87505

From: "ron lynds" <raiderron@earthlink.net> To: <asm@frontiernet.net>
Subject: tardiness
Date: Wed, 13 Oct 1999 23:20:59 -0700
MIME-Version: 1.0
X-Priority: 3
X-MSMail-Priority: Normal
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3110.3

hello,

i have been a suscriber since the boys (raiders) have moved back. i really enjoy you mag. what i dont enjoy is not getting it in time. i finally signed up for two years instead of one and the service has left a lot to be desired. over the previous years i may have gotten a couple late total. this year one week i didnt receive any and the next week i received the tardy one on fri. and the current one on sat. it looks like almost the same thing will happen this week. the issue that was supposedly mailed on 10/4 arrived at my house on 10/13 the next issue was mailed yesterday. they dont do as much good when they are that late. i hope that you can fix this problem right away. you have a really good product. i had to cancel my sub. to SI because of the crappy articles. i would hate to have to cancel yours because of poor service. please dont let me down. i would love to hear back from you. and i will write again on a more positive note when i have more time.

sincerely,
Ron Lynds
I

raiderron@earthlink.net

From: "sean daly" <raider7@nts-online.net> To: "dave jones" <asm@frontiernet.net>
Subject: Stil having problem
Date: Fri, 29 Oct 1999 21:51:51 -0500
MIME-Version: 1.0
X-Priority: 3
X-MSMail-Priority: Normal
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2014.211

I have continued to have the same problem with my subscription. It is friday 10/29 and i still haven't recieved the 10/24 issue or the upcoming 10/31 issue. I also noticed your p.s. regarding express delivery and feel that it should not be a problem to get a magazine to a customer within five mail days. Furthermore, i think if it is a problem it should fall on you to cover delivery cost. I also think a free subscription extension would be a good consideration, in light of the ongoing issue skipping that has occurred. thank you for your time and please respond.

Date: Mon, 04 Oct 1999 18:38:12 -0700
From: Tim Thompson <timtara@ctaz.com>
X-Accept-Language: en
MIME-Version: 1.0
To: asm@frontiernet.net
Subject: Silver & Black Illustrated

I have had a subscription to your magazine for a couple of years. I have always enjoyed the magazine. I recently moved, in the last 6 months, to Arizona from California. Since my move the magazine is always late. For instance I just received today the Gruden/Seattle issue. Is there a reason that they come late? The magazine never comes before the game like they should. Would appreciate a reply.

Sincerely,
Fred Thompson
1235 Avalon Ave.
Lake Havasu, AZ 86404
timtara@ctaz.com

X-WebTV-Signature: 1

ETAtAhUAh6RH3bUqN68UBqGMoLgP2/Rct4MCFGUls4nBCJQm7dF6YbZeSBv5WT0y From: BAKERSBILLS@webtv.net (ROD B)

Date: Sat, 27 Nov 1999 20:28:47 -0800 (PST) To: BuffaloRange@onelist.com

Cc: buffalorange@onelist.com, asm@frontiernet.net Subject: Re: Fwd: Shout magazine..

Dave Jones, Corporate manager of SHOUT responded

MIME-Version: 1.0 (WebTV)

I'm not ragging on Shout just asking if any1 else gets it as late as me , if monday is 1 day late then the next friday would be 5 days late right? Today mine came 1st class and it's the first paper i've got on time in 5 or 6 weeks. I think the stinking mail man is reading it 4 a few days then giving it back.

From: "Gary Kirby" <gk1969@earthlink.net> To: "dave jones" <asm@frontiernet.net>
Subject: Re:
Date: Tue, 26 Oct 1999 18:15:22 -0700
MIME-Version: 1.0
X-Priority: 3
X-MSMail-Priority: Normal
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300

Dave , That will work ,but I still don't see why I am not getting them on time ,when I use to. Are you guys doing something different this year? Hopefully this takes care of the problem. Thank you very much. Gary.
P.S. I still didn't get issue 9 or 11 yet . It shouldn't be this late even sent 4th class, should it?

<paraindent><param>left</param>

</paraindent> ----- Original Message ----- From:
<<mailto:asm@frontiernet.net>dave jones To:
<<mailto:gk1969@earthlink.net>gk1969@earthlink.net Sent:
Tuesday, October 26, 1999 7:41 AM

Gary:

I will cost us about \$15.00 but what if we give you free frist class in an envelope for the rest of season?

Dave

</x-rich>

From: "sean daly" <raider7@nts-online.net> To: <asm@frontiernet.net>
Subject: Problem with subscription
Date: Tue, 26 Oct 1999 22:14:02 -0500
MIME-Version: 1.0
X-Priority: 3
X-MSMail-Priority: Normal
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2014.211

To Whom it may cocern, I have been a subscriber to your magazine for close to three years and during that period i have had several problems with late issues. I have not recieved at all at least four issues and many more have been very late. I called in the past concerning this prblem and feel it should not be that hard to get my magazines ontime and in correct sequence. I enjoy the magazine very much except for the skipping and late issue. Please contact me with your ideas for a solution to this matter.
Thankyou! Sean (806) 359-6580

From: "Smith, Art" <Art.Smith@reichhold.com> To: "'SHOUT'" <asm@frontiernet.net>
Subject: Delivery
Date: Wed, 6 Oct 1999 17:16:29 -0400
MIME-Version: 1.0

SHOUT That is what I want to do. I have been a subscriber for about 5 years now and I love the magazine. The problem is I NEVER KNOW WHEN I WILL GET IT!!!!!!!!!!!!!!!!!!!!!!!!!!!!!! Usually by Friday night it arrives and I spend a few hours reading it in preparation for the Sunday Game. Last week no paper on Friday or Saturday. I was bummed but at least it was a Monday Night game. No paper on Monday or Tuesday. So I expect that I will now get two week old news and HOPEFULLY this weeks will arrive before the game. Every time this happens I complain and I get told its the mail. I'm sure it is but can't something be done to get it here by the following game? If not then I will have to reconsider my subscription in the future. Its hard to be excited about reading the prediction for the upcoming game that took place 2 days ago!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

Sincerely Arthur C Smith 609 20th St Butner NC 27509 e-mail art.smith@reichhold.com

Date: Thu, 04 Nov 1999 16:08:39 -0500

From: Eric Levitt <elevitt@bellsouth.net> Organization: FUTURE TELECOMMUNICATIONS
MANAGEMENT MIME-Version: 1.0

To: asm@frontiernet.net

Subject: paper delivery

My giantsinsider has been coming very late. I am not getting my issue until the week following the next game. I am still waiting for the saints game. Please advise.
eric levitt 7647 great oak drive lake worth florida 33467.

Reply-To: "drmcclure" <drmcclure@gateway.net> From: "drmcclure"
<drmcclure@gateway.net> To: <asm@frontiernet.net>
Subject: not recieving my shout newspaper Date: Sat, 9 Oct 1999 12:28:46 -0700
MIME-Version: 1.0
X-Priority: 3
X-MSMail-Priority: Normal
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2615.200

<x-rich> Dear Shout, I am a disappointed subscriber, I have not recieved
my paper in 3 weeks and I know that I paid for a full year subscription. I think I should
be refunded for the missed papers and my subscription checked for my papers in the
future, which I would like to receive.

Thank You!

Don

McClure</x-rich>

Reply-To: "Michael Allen" <skins91@earthlink.net> From: "Michael Allen"
<skins91@earthlink.net> To: <asm@frontiernet.net>
Subject: No skins report
Date: Sat, 6 Nov 1999 23:36:50 -0500
MIME-Version: 1.0
X-Priority: 3
X-MSMail-Priority: Normal
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3110.3

It is Sat. 11/6 and I haven't received the issue of skins report with the review of the Bears game and the preview of the Bills game. It has been coming on Thursday or Friday. Can you guys wake the postal service up? Thanks: Mike Allen, Gorham, ME.

To: asm@frontiernet.net
Date: Mon, 1 Nov 1999 19:47:54 -0500
Subject: My subscription
MIME-Version: 1.0
X-Juno-Line-Breaks: 0-1,4-5,8-9,11-15
X-Juno-Att: 0
X-Juno-RefParts: 0
From: R J Acquilano <thetaxguy@juno.com>

Giant Insider:

Today is November 1 and I just received the October 24th edition, mailed October 19th. Of course, the stories are now old news and the look ahead to the New Orleans game is worthless.

Before the season started I asked about the program that the previous owners made available so that we can receive the issues in a timely manner.

Well, if you are not able to insure that I receive my issues timely please cancel my subscription and refund the amount for any unused issues

Thank you.

Richard Acquilano
Burlington, NC

From: Honeyg8248@aol.com
Date: Wed, 27 Oct 1999 20:33:53 EDT
Subject: My Poor Subscription Service
To: asm@frontiernet.net
CC: Honeyg8248@aol.com
MIME-Version: 1.0

Attention Silver and Black Illustrated

Dear Sirs:

My service has been delayed since the beginning of the football season. I have called your office on the telephone to complain and the woman who recieved my call told me my magazines are being sent out and the U.S. Post office is the reason for the delay. I have contacted the Post Office several times to track the status of the delivery of my Silver and Black Illustrated. They have assured me that they do everything they can to expedite my delivery and the issues are not being sent out in a timely manner. I am not at all pleased with this service when my issues arrive a week late every time. I have subscribed to your magazine in past football seasons and this did not occur. I paid for this season am I am deeply disappointed. I wish you could contact me at Honeyg8248@aol.com so you can correspond with me on some form of compensation. I would like to receive your magazine in the future but if this kind of service where I get the magazine after the game has happened keeps up why should I waste my hard earned money.

Thank You, Joseph Meloro
3992 Waterford Lane
Las Vegas NV 89119
(702) 737-1611
GO RAIDERS!!!!!!

Date: Tue, 09 Nov 1999 21:54:23 -0500
From: Josh Folan <folan.3@osu.edu>
X-Accept-Language: en
MIME-Version: 1.0
To: asm@frontiernet.net
Subject: My subscription

My name is Josh Folan, and I am a subscriber living in Columbus, OH. I didn't receive my issue last week. Kind of defeats the purpose of paying for your newspaper if I get game previews AFTER the game is played.

Any chance I'll be getting that issue, and this week's edition before Sunday's phish fry?

	Scf	1 & 2	3	4	5	6	7	8		basic nonauto	basic flats	3 digit nonauto	3 digit flat-auto	5 digit nonauto	5 digit flats-auto	carrier rt basic
Bears	185	3362	2012	983	1011	980	982	22		216	1021		8251		2945	7
Browns News	1255	6759	2381	2167	1125	439	248	618			950		6588		7454	
Browns News		330								330						
Chiefs	114	313	2304	1229	745	204	245	8			1008		2390		1765	
Chiefs			24	5												30
Chiefs	1	7	46	11	10	2	5									
Giant Insider-Buff	28	490	3738	962						1	180		3344		1701	
Giant Insider-Orlando	50	304	2								9		313		34	
Giant Insider-Miami	17	206											166		54	
Giant Insider-LA	8	128	20	1							47		110			
Giant Insider-Charlotte	25	90	31								38		107			
Giant Insider-Atlanta	13	45	21								27		52			
Giant Insider-Dallas	8	27	37	5							36		41			
Giant Insider-Phoenix	55	18									8		67			
Giant Insider-Oakland	14	46						3			44		19			
Giant Insider-Denver	15	7	6	18	1						41		8			
Giant Insider-KC		11	7								18					
Giant Insider-Seattle	3	11	2				1				17					
Giant Insider-NO	1	4	6	4							9		6			
Giant Insider-Memphis	2		9	4							15					
Giant Insider		6	62	97	19	1					133		52			
Jets Confidential-Buff	35	244	4756	489				1		86	238	40	2502		2647	
Jets Confidential-NO	1	7	8	4							20					
Jets Confidential-Memphis	3	1	18	6							20		8			
Jets Confidential-Phoenix	35	7								2	7		33			
Jets Confidential-Seattle	15	15	9	3			1			2	26		15			
Jets Confidential-KC	5	23	26	1						2	53					
Jets Confidential-Atlanta	10	49	4							1	29		33			
Jets Confidential-Denver	28	7	6	25	4					2	42		24			
Jets Confidential-Oakland	28	56	1					2		1	40		44			
Jets Confidential-Dallas	11	26	56	11						3	58		43			
Jets Confidential-Charlotte	31	82	10							3	43		77			
Jets Confidential-LA	11	111	28	9						3	61		85			
Jets Confidential-Orlando	53	212	10							6	9		253		7	
Jets Confidential-Miami	45	262								4			236		64	
Jets Confidential		12	74	150	52	6				11	203		80			
Skins Report-Buff	20	189	2119	902				4		64	257		2389		517	
Skins Report-Charlotte	84	336	109							11	4		501		13	
Skins Report-Dallas	24	119	179	61						7	76		291		9	
Skins Report-Orlando	65	274	12							6	2		343			
Skins Report-LA	14	257	48	9						4	49		289		6	
Skins Report-Denver	30	30	10	102	14					3	66		114			
Skins Report-Oakland	28	105	4					21		1	44		113			
Skins Report-KC	7	67	53	5						3	105		24			
Skins Report-Memphis	16	5	76	35						4	34		88		6	
Skins Report-Atlanta	20	83	14							2	54		61			
Skins Report-Miami	13	81								2			92			
Skins Report-NO	8	24	31	18							42		37			
Skins Report-Seattle	7	26	16	5	1		8			1	47		15			
Skins Report-Phoenix	4									4						
Skins Report		11	150	318	86	8				8	251		313			
Shout!-Buff	921	1034	2405	619				1		1	228		3015		1738	
Shout!-Orlando	154	630	23										682		125	
Shout!-LA	37	386	64	20							41		441		25	
Shout!-Miami	40	318								1	1		223		133	
Shout!-Dallas	27	108	180	16							65		280		6	
Shout!-Charlotte	80	218	51								16		299		34	
Shout!-Oakland	36	179	6					15		1	30		206			
Shout!-Atlanta	34	150	23								80		141		6	
Shout!-Denver	49	38	13	63	19						82		98			
Shout!-Phoenix	134	41									9		146		20	
Shout!-KC	12	75	78	1							68		98			
Shout!-Memphis	22	9	63	35							88		97			

Shout!-Seattle	18	50	27	4	1		9				61		48				
Shout!-NO	10	24	22	15							50		21				
Shout!-		24	372	489	179	183					229		988			52	
Silver & Black-Buff	50	299	1883	446				4			258		2283			161	
Silver & Black-Oakland	528	1173	68					58			18		900			911	
Silver & Black-LA	79	1132	115	89							10		1081			344	
Silver & Black-Denver	112	119	61	222	61						100		440			35	
Silver & Black-Seattle	48	199	130	19	2		27				18		401			6	
Silver & Black-KC	42	242	120	18							110		304			6	
Silver & Black-Dallas	12	78	128	45							77		180			6	
Silver & Black-Orlando	43	164	7								13		201				
Silver & Black-Phoenix	132	59									8		171			12	
Silver & Black-Charlotte	41	98	24								46		115				
Silver & Black-Miami	25	81									1		105				
Silver & Black-Memphis	23	11	49	19							38		68				
Silver & Black-Atlanta	16	59	15								45		45				
Silver & Black-NO	8	34	28	21							60		29				
Silver & Black		28	310	552	213	28					218		880			31	
Packer	2009	12525	6892	3185	6549	2589	2458	133			742	711	582	15050		17956	2122
Rams	37																
Rams	713	174	353	352	688	148	555	32			989	1339				539	
Rams	15	3	11	3	7	2	3	2			34	12					
Titans	15838	1558	545	280	245	10	38	24			535	3278			1117		13589
Viking Update	4438	11817	4162	2373	3293	2008	1286	97			870		9883			18851	
Viking Update	133	282	126	44	54	24	10	1			243	337			74		
Viking S.C.T. edition	122	320	45	1							82		351			55	
Viking Flush edition	32	692	104								68		722			38	
Viking Phila edition	62	538	2								12		528			64	
Viking Charit edition	35	179	47								44		217				
Viking Orlando ed	64	331	123	20							13		550			20	
Vikings Columb ed	98	328									22		388			18	
Vikings Chicago ed	88	1095	49								33		910			269	
Vikings Houston ed	24	124	188	18	20						63		285			6	
Viking Denver ed	207	144	53	13							34		284			99	
Viking Saltik ed	51	11	73	164							6		239			54	
Viking Phoenix ed	292	80	5	74							33		289			119	
Viking LA CA ed	28	590									16		551			51	
Viking W. Sacr ed	64	320	7								21		364			6	
Viking Prior ed	0			380	1049	259	149	98			338		1434			143	
Viking St Paul auto	4450	11981	3971	815							80		2999			18168	
Viking St Paul noneauto	117	288	121	40	50	28	13	1			241		334		79		
Totals	34087	65415	41875	18070	15478	6917	6028	1141			2804	11315	5565	78519	1270	77327	15748
	18%	35%	22%	10%	8%	4%	3%	1%	188791	1%	8%	3%	41%	1%	40%	8%	192348

LINE UP

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- 7.....Can 'D' maintain dominating form
-Special teams need some improvement
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- 3.....Winds of change
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- 5.....Widmer composes sweet music for Giants defense
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-Howard Cross
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- 5.....They Were Giants: Alie Sherman
- 7.....Mail Call

Cover photo by AP/Pereira

IMPORTANT NOTICE:

The Giants have a bye next week and so do we. Our next issue will be mailed on Nov. 15. There is no issue on Nov. 8.



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By Ken Palmer

First DOWN

What's faster, ponies or jets?

As senior editor of *The Giant Insider*, I want to inform you of a very major problem which we have on our hands. I think it is necessary for you, a paying consumer of this publication, to understand the current problem we are having with the United States Postal Service.

Communications with disgruntled readers, of which you might be one, are making us fully aware of the fact that there is a serious problem with the delivery of *Giant Insider* to you. I want to take a moment of your time to chronicle how we publish *Giant Insider* and our commitment to you, so that you might be aware of where the true problem lies. I hope for and solicit your help in fixing this problem.

As you are aware, the majority of NFL games are played on Sunday. We have a staff of reporters and a photographer who cover the game on site. Joe Dretto, Copy and Layout Editor, and John Johnston, Art Director, anxiously await the outcome of these games in the home publishing office. Once the final gun sounds, the game information is compiled and the statistics are input.

The staff that I previously mentioned works very diligently into the wee hours of Monday morning. Once their work is completed, these final pages are sent by T-1 line to the printer. The printer receives this information at approximately 2:00 a.m. and prepares these final pages along with the pages sent one day earlier for final printing.

At approximately 10:00 a.m. Monday, the issue is completed and the mailing addresses are applied. Once that is completed, issues are sorted, bagged and delivered to the post office by 4:00 p.m. Monday evening.

For your information, all pertinent details as to how the mail is sorted and eventually delivered to you is completed the Friday prior to the game being reported on. This allows us to have the most updated mailing records possible and is completed by our staff and mailed to the printer three days before the actual mailing of *Giant Insider*.

At this point we also pay, in advance, for the postage. There are three classes of mail: 1st Class, 2nd Class (which was reclassified as Periodical Mail more than three years ago, that's when problems began), and Bulk Mail.

Ben Franklin, the first Postmaster General, designed and put into place the postal service that is the basis for today's system. His goal was clear: deliver the mail to the American public in a secure and timely fashion.

As far as we know, that goal has not changed. However, performance in meeting the goal is lacking. At this point I am attempting to make you aware of our commitment to you to provide a product that should be delivered on time — prior to next week's game.

Our goal is to be in your home no later than Friday or Saturday preceding that game, hopefully

sooner. According to the United States Postal Service's service commitment standards, there is no reason *Giant Insider* shouldn't reach your home on time.

However, you and thousands of other readers of not only this publication but other NFL team and collegiate publications, as well as other small weekly publications that use the United States Postal Service (Periodical Mailing), are not receiving the service as promised or paid for.

Many of you call our office. Many of you are disappointed. Many of you accuse us of mail fraud. I promise you, it is our goal to get *Giant Insider* to you on time. The customer service reps whom you might

I am more mad than you can possibly imagine. I really feel sorry for you, the reader, for having to deal with late delivery.

have talked to in the past are not holding back any secret information. They can only do what is possible on our end, such as making sure your mailing address is correct and giving you instructions on how to place a postal watch on your issues at your local post office.

We are all on the same team in this matter. We do NOT want to have to deal with disgruntled subscribers. We DO want you to receive information about the New York Giants on time. Therefore, I am asking for your help.

We have been actively communicating with William J. Henderson, the United States Postmaster General. Mr. Henderson has had a multitude of staff members who have attempted to communicate back to us. One has openly admitted that there is a problem within the United States Postal Service system of delivering Periodical Mail on a timely basis as agreed to when we pay for Periodical Mail service.

However, they refuse to go on record as ever stating that fact. We have been lobbying aggressively for more than a year and will continue to do so, in order to convince the United States Postal Service to begin to deliver *Giant Insider* to you on time as agreed upon.

However, you could be of significant help. Following are the names, addresses, phone numbers and fax numbers of the United States Postmaster General William J. Henderson and Senior Vice President in charge of Marketing, Allen Kane.

We are tired of trying to convince the United States Postal Service that our readers are calling us regarding this problem. We encourage you to contact

them directly to express your complaints about the delivery of *Giant Insider*.

The United States Postal Service is not performing, but we as publishers are. The United States Postal Service has set the standard for how we are to prepare our mail. We follow it to the letter, which includes providing them the issues sorted and prepared with licensed software by the United States Postal Service. We do everything required to meet their scheduling.

Yet, they are the people who fail to comply. Am I mad about this? Maddier than you can possibly imagine. I really feel sorry for you, the reader, for having to deal with late delivery and for having to call our operators and constantly wonder why we are incapable of getting your issues to you.

An obvious, easy answer (which we dislike) is that you upgrade your subscription and pay for 1st Class. The United States Postal Service has their act together on delivering 1st Class mail. However, that will cost you an additional \$5 for the remainder of the 1999 season and I am not going to encourage you to give an additional \$5 to the United States Postal Service because they fail to deliver your issues in a timely fashion in the first place.

Moreover, it does not fix the problem that the United States Postal Service has.

Let's not forget that Benjamin Franklin's original official seal for the Post Office Department pictured "a post horse in speed, with mail bags and rider..." Obviously, Mr. Franklin wanted the American public to receive mail in a speedy and efficient manner.

Franklin had to rely on a rider on horseback. Today, the current administration cannot manage to accomplish the original objective even by using all of its jet aircraft.

I implore you to call them and complain. Let them know you are not happy and you will not be happy until this problem is solved. Thank you in advance for helping us help you.

Now, back to the important things, like cheering on the Giants!

— Ken Palmer

Please contact the following to voice your postal delivery complaints:

William J. Henderson
 United States Postmaster General
 475 L'Enfant Plaza SW, Room 10022
 Washington DC 20260-2400
 (202) 268-2500 • Fax (202) 268-4860

Allen Kane
 Senior Vice President,
 Chief Marketing Officer
 475 L'Enfant Plaza SW, Room 5021
 Washington DC 20260-2400
 (202) 268-6990 • Fax (202) 268-6057

SPECIAL FIRST CLASS UPGRADE OFFER For GIANT INSIDER Subscribers

As a subscriber to *Giant Insider*, each issue is too valuable to you to be delayed or lost in the mail. Upgrade to First Class delivery throughout the rest of the 1999 football season or for a full year with this Special Subscriber Upgrade Offer. Please complete this form and mail to the address below. Or, for fastest upgrading, you can call 1-800-932-4557 to charge to your credit card.

☐ First Class Upgrade rest of football season, \$8.00 ☐ Credit/Debit Order Enclosed ☐ VISA ☐ MasterCard ☐ Discover

☐ First Class Upgrade one full year, \$16.00 Card # _____ Exp. _____

Name _____ Address _____ Apt. # _____

City _____ State _____ Zip _____ Phone () _____

Mail to: *Giant Insider*, 2604 Elmwood Ave., Suite 345, Rockville, MD 20850 or Fax to: (714) 932-4558



1-800-932-4557