

Friday, January 29, 2010



9:00 a.m.
and
2:15 p.m.

For advertising
sales people

How to be the Best of the Best

Tom Yunt

The success or failure of an ADVERTISING program is the direct result of the time, input, planning and dollars invested by YOU and YOUR customer!

Selling long-range advertising strategies and marketing solutions...NOT ads!

Transforming ourselves from Ad Reps to Media and Marketing Professionals, Specialists and Consultants... In other words...becoming your customer's Full-Service Advertising Agency.

12 Ideas to Take to the Street

Sales and Revenue Ideas attendees can take back and implement.

Understanding Today's Media Landscape

Analysts forecast declining traditional media company revenue, market share, and profit margins...and continued and aggressive market share competition and erosion from online media, as well as new and emerging interactive technologies.

In 1998 Newspapers had 32.4% of advertising market share...by 2007, newspaper advertising market share had declined to 20.4%!

Find opportunity if: WE work harder, smarter, understand our business and that of our customers, place our customer in the priority position, know our competitors and their role in the media mix and accept the new media landscape!

Tom Yunt is currently President & CEO of Woodward Communications, Inc., a Dubuque, Iowa,-based ESOP multimedia company that includes newspaper, shoppers, weeklies, radio stations, niche and business-to-business magazines, advertising agencies and commercial printing operations in Iowa, Illinois, and Wisconsin.

Tom graduated from Western Kentucky University in 1977 with a Bachelor's Degree in Mass Communications (Advertising) and a minor in Art. Tom received his Master of Arts in Communications (MAC) from the University of Dubuque in May 2006.

Tom began his career as Advertising Manager for the *Harpeth Herald*, a newly founded weekly newspaper in Nashville, Tennessee. In March 1978, Tom joined the *Nashville Banner* and *The Tennessean*, a Gannett JOA Operation, as Advertising Account Executive.

In 1983, Gannett promoted him to Retail Advertising Manager at the *Lafayette, Indiana, Journal and Courier*. In June of 1984 he received a similar promotion as Retail Advertising Manager of the *Reno, Nevada, Gazette Journal*.

Tom left the Gannett Company in 1985 and moved to Dubuque, Iowa, to join the family-owned *Telegraph Herald* as Advertising Director.

In September 1990, Tom was recruited to join *The Indianapolis Star* and *The Indianapolis News* and was promoted to Advertising Director prior to rejoining the *Telegraph Herald* as Publisher in February of 1993. Tom was promoted to Vice President of Woodward Communications, Inc. in 1994 and Vice President/Newspapers in 1998. Tom was named President and COO of Woodward in 2003 and was named President & CEO of Woodward May 24, 2006.

In addition to his daily responsibilities, Tom is also active on the newspaper and media industry lecture circuit. To date Tom has conducted programs for the American Press Institute, Inland Press Association, Newspaper Association of America (NAA), as well as the Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, New York, Ohio and Pennsylvania Press Associations.