



Spring 2008 Multicultural Publishers' Networking Event
Tuesday May 6, 2008

SUMMARY OF FEEDBACK

All respondents indicated they would attend a similar event (either semi-annually, or annually)

Half of the respondents indicated they would like to hear more information on the following topics:

- contracts and conditions
- distribution, printing and marketing
- list of newspapers who have signed up with DMS
- printing and news-sharing
- distribution, advertising, networking and circulation
- how [DMS] would buy ads for him

Half of the respondents indicated that they had filled out their DMS Questionnaire and had signed the DMS contract authorizing DMS to represent them

Just under 70% of the respondents indicated they had some level of difficulty in maintaining their advertising line rate with agencies

The overwhelming majority of respondents (99%) indicated their willingness to attend future DMS- sponsored press conferences for national advertisers.

The following suggestions were made for possible future DMS related events, similar to May 6:

- More stats; more communications among publishers & clients
- Journalism, media management, distribution outlets
- Cross cultural editorials
- How to get maximum share of advertising market
- How to equip ethnic media to compete with mainstream media
- Marketing
- Immigration, training, marketing

