



June 2, 2017

Brian Hines

10371 Lake Drive SE

Salem, OR 97306

Subject: Your Account SJ1063849 / Department of Justice FF2312-17

Dear Mr. Hines,

At the request of the Department of Justice, the following are our responses, which we explained previously, to your questions.

**May 26, 2017 Questions from Mr. Hines**

(1) You have told me that the regular Monday-Sunday rate for home delivery of the Statesman Journal is \$46/month. However, online advertising under the "subscribe" link in the SJ web site says that the introductory 3-month rate for a Monday-Sunday subscription is \$11 — 50% off, or \$11 off, the "regular" \$22/month rate. I put "regular" in quotes because this is at odds with the \$46/month rate shown in the print edition of the SJ. So what actually is the regular Monday-Sunday subscription price? Is it \$22? Is it \$46? Some other price?

Statesman Journal Response: The \$22/month is an offer to new subscribers. You are not a new subscriber. The current published rate for your subscription is \$46 per month. You currently have a discounted rate of \$41 per month. From time to time we offer discounted rates to subscribers. As we informed you on several occasions you can call me and we will look to see if we have any additional discount that could be applied to your account as an accommodation.

(2) First, I'll assume that the regular rate is \$46, as this is what you have told me. You say that new subscribers can get a lower introductory rate, which is shown as \$11. So what do new subscribers pay after the 3-month introductory period when they pay \$11/month? Do they then pay \$46/month? Well, if this is the case, it is very misleading to say that \$11 is 50% or \$11 off the "regular" rate of \$22, because \$46/month is the actual regular rate.

Statesman Journal Response: After the introductory period of the \$11/month offer, those subscribers pay the current regular new subscriber rate of \$22/month.

1. The first part of the document is a letter from the author to the editor, dated 10/10/1954. The letter discusses the author's interest in the subject of the journal and the possibility of publishing a paper on the topic.

2. The second part of the document is a letter from the editor to the author, dated 10/15/1954. The editor expresses interest in the author's work and suggests that the author submit a paper for consideration.

3. The third part of the document is a letter from the author to the editor, dated 10/20/1954. The author responds to the editor's letter and expresses interest in the editor's suggestions.

4. The fourth part of the document is a letter from the editor to the author, dated 10/25/1954. The editor expresses interest in the author's work and suggests that the author submit a paper for consideration.

5. The fifth part of the document is a letter from the author to the editor, dated 10/30/1954. The author responds to the editor's letter and expresses interest in the editor's suggestions.

6. The sixth part of the document is a letter from the editor to the author, dated 11/5/1954. The editor expresses interest in the author's work and suggests that the author submit a paper for consideration.

7. The seventh part of the document is a letter from the author to the editor, dated 11/10/1954. The author responds to the editor's letter and expresses interest in the editor's suggestions.

8. The eighth part of the document is a letter from the editor to the author, dated 11/15/1954. The editor expresses interest in the author's work and suggests that the author submit a paper for consideration.

9. The ninth part of the document is a letter from the author to the editor, dated 11/20/1954. The author responds to the editor's letter and expresses interest in the editor's suggestions.

10. The tenth part of the document is a letter from the editor to the author, dated 11/25/1954. The editor expresses interest in the author's work and suggests that the author submit a paper for consideration.

11. The eleventh part of the document is a letter from the author to the editor, dated 12/1/1954. The author responds to the editor's letter and expresses interest in the editor's suggestions.

12. The twelfth part of the document is a letter from the editor to the author, dated 12/5/1954. The editor expresses interest in the author's work and suggests that the author submit a paper for consideration.

13. The thirteenth part of the document is a letter from the author to the editor, dated 12/10/1954. The author responds to the editor's letter and expresses interest in the editor's suggestions.

14. The fourteenth part of the document is a letter from the editor to the author, dated 12/15/1954. The editor expresses interest in the author's work and suggests that the author submit a paper for consideration.

15. The fifteenth part of the document is a letter from the author to the editor, dated 12/20/1954. The author responds to the editor's letter and expresses interest in the editor's suggestions.

(3) Alternatively, I'll assume that the regular rate is \$22/month, as the SJ online subscription advertising strongly implies. If this is the case, then why am I and other subscribers paying much more? (\$46/month or, in my case, \$41/month)

Statesman Journal Response: You are not a new subscriber who is eligible for the regular new subscriber rate. You are paying a discounted rate of off the \$46 published rate.

#### **May 18, 2017 Questions from Mr. Hines**

(1) I couldn't read the "Publisher's Box" without using a magnifying glass.

Statesman Journal Response: We regret that you cannot read the printed publisher's box. We gladly will send you an enlarged version of the publisher's box for your review. All subscriptions include access to the digital replica of the print edition, which you can enlarge for easier viewing.

(2) Someone considering subscribing to the Statesman Journal likely doesn't have a print edition of the newspaper to look at. And regardless, how many people have ever read the Publisher's Box, assuming their eyes are good enough to make out the words?

Statesman Journal Response: We do not know what is the question in this item. All subscriptions include access to the digital replica of the print edition. Consumers can contact our customer service representatives to inquire about our rates.

(3) I have conducted several Google searches in an attempt to find any online reference to the Statesman Journal Monday-Sunday regular subscription price being \$46/month. (Or, in my case, \$41.) Nothing comes up. I just looked again. Nothing. The only price that comes up is the \$22/month price, which makes no mention of this being a temporary promotion price.

Statesman Journal Response: We do not know what is the question in this item. All subscriptions include access to the digital replica of the print edition. Consumers can contact our customer service representatives to inquire about our rates. The \$22 per month price is the current regular rate for new subscribers. Mr. Hines is not a new subscriber. Our disclosures with our offers state that when it is for new subscribers only. Our disclosures with our offers with a discounted rate for a time period state the length of that promotional period and that the rate may increase to the then regular rate after the promotional time period expires.

[No Number] What I want is a commitment from Gannett that you clearly indicate what the regular Monday-Sunday price is in your online subscription solicitations, and also clearly show how long the temporary \$22/month rate lasts, after which the rate will jump to \$46/month.

Statesman Journal Response: The \$22 per month rate is the current regular rate for new subscribers. Our disclosures with our offers state that the rate may increase to the then regular rate. As we make a rate increase we provide notice of our then regular rate. A subscriber can cancel at any time if the subscriber does not want to pay that rate.

Sincerely,

A handwritten signature in black ink that reads "Barbara Smith". The signature is written in a cursive style with a large initial 'B'.

Barbara Smith

VP Customer Service

Gannett / USA TODAY NETWORK

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