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FOR IMMEDIATE RELEASE

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***ST. PETERSBURG TIMES* PROMOTES TWO EMPLOYEES TO KEY POSITIONS**

St. Petersburg, FL - The *St. Petersburg Times* recently promoted two staffers in the circulation department to pivotal management roles at the newspaper. **Charles Doucet** was named deputy director of consumer marketing and will be responsible for all facets of circulation marketing, including strategic pricing, customer relations, single copy and new business development as well as the Newspaper in Education (NIE) program. **Kevin McCormack** was appointed acquisition manager and will oversee the *Times*' direct mail operations and develop strategies for increasing *Times* subscriptions through telemarketing, events and e-mail marketing.

McCormack, who has a bachelor's degree in political science from Eckerd College, originally worked at the *Times* in various circulation operations and management roles in the 90s. He returned to the newspaper in 2005 after a five-year stint as the marketing director at Dell Inc. in Ireland.

With an MBA from Barry University in Miami, Doucet joined the *Times* in 2001 as manager of home delivery operations. In 2004, he was promoted to deputy director of circulation operations. He played an integral role in the company's conversion to independent contractors; the realignment of the *Times*' delivery operations; and the development of the department's reorganization and compensation plans.

Before joining the *Times*, Doucet held several key positions in circulation, sales and marketing at the *Tennessean* in Nashville, and the *New Haven(CT) Register*. He also spent eight years at the *South Florida Sun-Sentinel* in Ft. Lauderdale.

The Pulitzer prize-winning *St. Petersburg Times* is Florida's largest newspaper with a circulation of 327,390 daily and 420,811 Sunday (ABC Audited 12/26/2004). One of the last independently owned newspapers in the U.S., the *Times* is owned by the Poynter Institute for Media Studies.

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