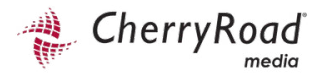




CASE STUDY |



## How CherryRoad Media uses technology to **revitalize community newspapers** across the nation

### SITUATION

In 2021, Jeremy Gulban formed CherryRoad Media and began an ongoing process of acquiring community newspapers. As CEO of the new newspaper chain, Jeremy hoped to help solve community problems by leveraging his substantial experience delivering technology to local governments.

"We felt there was an opportunity to bring technology—our business skill set—into small community newspapers and revitalize them," said Jeremy. "Still, with our early transactions, we were challenged with the reality that every paper had its own way of managing the editorial and advertising aspects of the business. That left our young chain struggling to find production and management efficiencies."

By late 2021, CherryRoad Media had already acquired more than ten papers and was poised to acquire twenty more in one large transaction. Even at that scale, the company didn't have a technology solution to deploy to each paper in the chain.

However, Phil Curtolo, Vice President of Sales at Software Consulting Services (SCS), saw an article featuring one of CherryRoad Media's acquisitions. Impressed by the ambitious nature of the acquisitions, Phil reached out to Jeremy.

"As a newspaper industry veteran, my goal was to introduce myself and my company to a newcomer," said Phil. "I didn't write an email—I wrote a letter and put it in the mail. Jeremy called me after receiving it, and we had an instant connection."

Phil's letter arrived just in time.

"The timing was perfect," said Jeremy. "We had an immediate need for technology, and SCS was right there when we needed them. We still looked at other technology options, but SCS was the best choice. And no other company could beat Phil's and owner Kurt Jackson's personal touch."



We ultimately selected the SCS team because of their personal touch. I know I can pick up the phone and speak with someone who cares and will work collaboratively to quickly solve my problem."

**JEREMY GULBAN**  
CEO  
CHERRYROAD MEDIA



SCS builds trusted newspaper systems.

[newspapersystems.com](http://newspapersystems.com)

## SOLUTION

Every newly acquired paper had its own advertising and publishing system in place, and every system was typically outdated or manual. That's why CherryRoad Media's primary need was an advertising system with billing and accounts receivable management capabilities that could be immediately deployed at each paper upon closing the deal. In other words, the SCS team had just three months to deploy the system.

"Under normal circumstances, the deployment of the advertising system would have taken as many as nine months to complete," said Jeremy. "We threw the team a challenge, and they stepped up and got it done for us in record time."

In addition to the advertising, billing and accounts receivable functionality, SCS's Community Advertising System also includes components for ad dummymy, classified pagination and ad tracking. Once all this was in place, the SCS team deployed the Community Publishing System across CherryRoad Media's newsrooms. This allowed Jeremy to access a consolidated and centralized environment in which he could monitor the operations of the papers individually and collectively.

Thanks to the operational efficiencies SCS's systems brought to the management of each newspaper, CherryRoad Media has been able to continue its growth trajectory. The company now owns and operates more than eighty newspapers across seventeen states.

## RESULTS

### Increased efficiency

"With the advertising, editorial, and layout systems in place, everything is in one integrated system where ads and stories can flow easily into the layout. It's all way more efficient than things used to be," said Jeremy.

### Improved business decisionmaking

"It's critical for us to have access to near real-time data on how the business is doing," said Jeremy. "We were flying blind before. Now, we have the insight we need to make the best decisions."

“The team at SCS is quite approachable and highly responsive. I know that any issues I may have will get solved quickly.”

**JEREMY GULBAN** | CEO, CHERRYROAD MEDIA

