



THE
FUTURE
IS LOCAL

DISRUPTION PRESENTS OPPORTUNITIES;
PLAN NOW FOR THE LONG TERM

INNOVATION MISSION

TOP TAKEAWAYS



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KIM WILSON, SOUTH BEND TRIBUNE





LocalMedia
association

Publishers' and Advertising Directors' Conference
September 11-14, 2012 | Atlanta



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Week-Long Tour Included Visits with Top Technology & Media Companies

Highlights:

- Full day at Google world-wide headquarters
 - Full day at Fisher Communications
 - Half day at YP.com
- Newspaper visits included: The McClatchy Company, Journal Register/Digital First Media, Black Press, Newspapers Canada and WAN-IFRA
 - Half day with Borrell Associates



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Goals for the Study Tour:

- Top digital performers – how are they doing it?
- Creating a culture of innovation – what are the secrets?
- Mobile – is anyone making money?
- Partnerships – what are the best ones to pursue?
- Content strategies – what is working?

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5 Top Takeaways:

- Partnerships are Critical; Choose the Right Ones
- Content Should be Original, Unique and Shareable
- Know the Numbers
- Create a Culture of Innovation
- Strike a Balance; Show Print Some Love

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Partnerships are Critical; Choose the Right Ones

Google Consumer Surveys – favorite of IM attendees
Google AdWords
YP.com Reseller Agreement
Newspaper partnerships (Deseret/e-commerce and Digital First Media/AdTaxi)

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Content Should be Original, Unique & Shareable

- This takeaway comes from Fisher Communications
- 75% of people that get news online, get it from social media
- They provide iPhones to their field staff (150+ company-wide) to allow real time delivery of photos and videos
- “Time wasters” are OK – this was the toughest for news department to accept

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Know the Numbers – What Top Digital Performers Have in Common:

- Legacy sales staffs sell digital with at least 10% of their gross sales coming from digital
- Online only reps are essential to making the leap from average to best practice. 100% of the top tier companies make use of online-only sales reps
- Top digital performers confound their distractors; stay ahead of budget; maintain profitability.
- They aim high. If your company sees a \$15 million opportunity versus a \$1 million opportunity, you're likely to get more resources. This is what the top performers are all doing. (Examples: Digital First Media's Ad Taxi platform that now produces \$3 million/month for the company)
- They don't just squeeze more money from the same clients. They use the internet to grow the business. This metric gauges the progress
- Top performers leave no waste. They aim to sell out their inventory every mo. and calculate this at rate-card rates. They manage like a broadcaster which means getting all of their inventory sold out
- Email is often the forgotten medium within the internet. "Building email databases is the same as building new revenue" according to Borrell

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Create a Culture of Innovation

From Google:

- They hire people who are good at many things
- They want people who are comfortable with a fast work environment; sense of speed is very important
- Their hiring process is designed to remove subjectivity. They try to hire not purely based on need
- They look for "googlyness" in people – people that communicate well; work well with others; are humble

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Strike a Balance; Show Print Some Love

From Black Press, Newspapers Canada & WAN-IFRA:

- Creative ad formats in print work
- Wraps are effective. We saw several examples including clear/translucent from Europe, Christmas wrap from the Lawrence Journal World and Final Four wrap from Swift Communications.
- Events supported by print promotion drive serious revenue in local markets (Black Press does a fabulous job and continues to add new ones; Chattanooga from keynote).
- Stop calling print reps legacy reps. It is demeaning. We heard several other terms on the trip including hybrid and integrated.
- All packages should at least offer a print component. We saw many examples of digital only packages for mobile, social, search & more that did not even offer the option to add print. Seems like a no-brainer to just add an optional print component to these.



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Order the Full Innovation Mission Report Today



JUST \$259 FOR CONFERENCE
ATTENDEES
(SAVINGS OF \$100)

SEE DEANNA LEWIS AT
LMA BOOTH

INCLUDES FOLLOW UP WEBINAR





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West Coast Innovation Mission: *Culture Change*
Emily Walsh | *Chief Digital Officer – Observer Media Group*

You. Your Neighbors. Your Neighborhood.



- started small ...



You. Your Neighbors. Your Neighborhood.



OMG
OBSERVER MEDIA GROUP

Google

people operations ...

- Time
- Freedom
- Shared/open spaces
- Perks
- Engage their employees
- Encourage peer to peer training, learning and sharing

You. Your Neighbors. Your Neighborhood.

This slide features a red 3D geometric shape in the top left corner with the 'OMG OBSERVER MEDIA GROUP' logo. The Google logo is centered in its multi-colored font. Below it, the text 'people operations ...' is followed by a bulleted list of six items. A red banner at the bottom right contains the text 'You. Your Neighbors. Your Neighborhood.'

OMG
OBSERVER MEDIA GROUP

OMG

OBSERVER MEDIA GROUP

You. Your Neighbors. Your Neighborhood.

This slide features a large red 3D geometric shape in the center with the 'OMG OBSERVER MEDIA GROUP' logo. A smaller version of the same logo is in the top left corner. A red banner at the bottom right contains the text 'You. Your Neighbors. Your Neighborhood.'

engagement ...



You. Your Neighbors. Your Neighborhood.

17

OMG initiatives ...

- Changed titles of our advertising account executives to Multimedia Advertising Consultants
- Digital Sales Manager
- Digital Fulfillment Specialist
- Starting internal training schedule
- As of yesterday, and thanks to Gordon Borrell, we're finally going to hire some digital only sales reps. And,
- Further encouraging the development of the OMGer culture.

You. Your Neighbors. Your Neighborhood.



Bring on the culture change!

Emily Walsh | *Chief Digital Officer*
Observer Media Group

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You. Your Neighbors. Your Neighborhood.

THE WORLD COMPANY.

Innovation Mission Social Marketing Initiative

LAWRENCE
JOURNAL-WORLD.

THE WORLD COMPANY.

free•state
SOCIAL
engage • connect • elevate

Free State Social Services



Social media account creation / refresh

- Sets the client up for success in future social marketing



Complete social media management

- Posting & monitoring of client channels to enhance marketing message reach



Monthly Reporting

- Custom monthly reports are delivered to strategize, plan & to show client which direction they should take their social media presence.



Custom Packages

- Every client has different social media needs. From Social Media Power Packs to custom built campaigns & contests, we have something to offer every client.

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SOCIAL
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THE WORLD COMPANY.

Strategies for New Social Marketing Initiative

- Develop relationships with non-advertisers by holding seminars to gain leads
- Develop additional revenue stream from current advertisers needing help with social marketing
- Generate more revenue from the multitude of special events in our region
- Replace lost revenue from other non-producing budget items
- Establish our company as the local Digital Social Marketing expert

Join us!

Free State Social Series

Facebook for Business

Friday, July 27 at Noon

Lawrence Journal-World News Center

Bring your brown bag lunch and join us for a round table and short presentation over Facebook Pages for businesses. We'll be discussing the new Timeline format, best practices and useful strategies to reach consumers.

Reserve your spot today!
RSVP by 5pm, July 25th • Hurry...space limited to 30 people.

Contact Megan Spreer
mspreer@ljworld.com • 785.832.7277



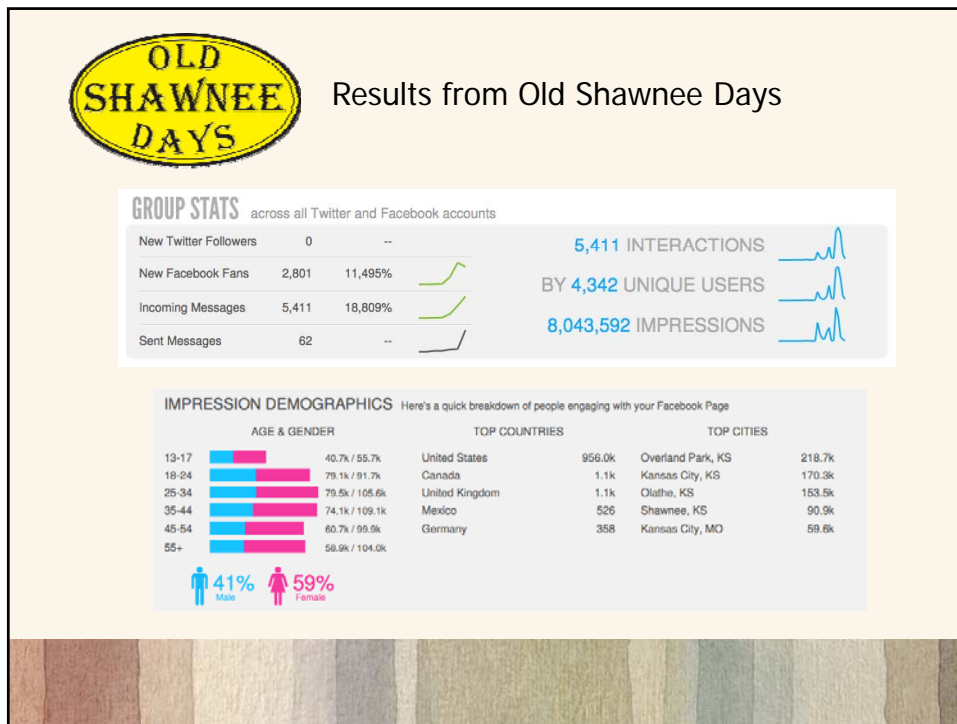

engage → connect → elevate

Special Event Client Successes



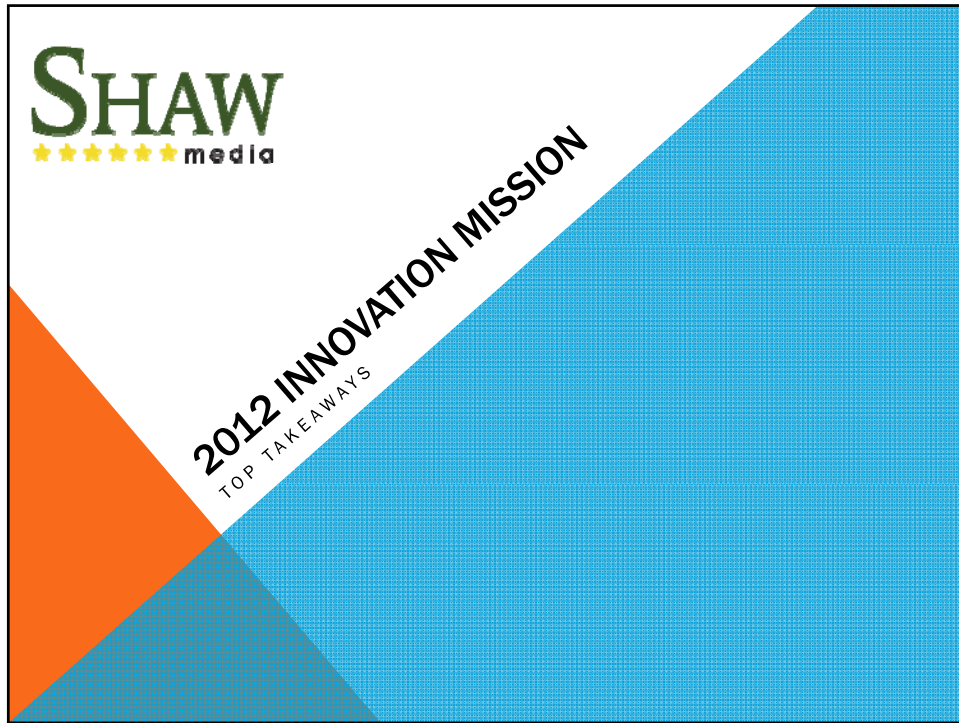
- Custom built "Like-gate"
- 3 Facebook ads targeted to surrounding area
- Increased Facebook likes by 2,801 during the campaign
- Built interest and buzz through 20+ posts on Facebook page
- Coverage on Twitter page to 1,000+ followers





THE WORLD COMPANY.

- **Sales Results – July through August**
 - Twelve clients sold on 12 month contracts. These two;ve contracts will generate \$49,000 annually.
 - Sold 15 clients on Facebook & Twitter originations. This has generated \$3,900 ytd.
 - Sold four special event packages totaling \$4,000+.
- **Seminar Results**
 - We've held two seminars. Third to come next week.
 - Both were sold out with waiting lists
 - 50% show rate and 50% wanted follow-up sales calls



TWO TOP TAKEAWAYS

1. Google - MicroSurvey Revenue Opportunity
2. Fisher Communications - SmartPhone Training

GOOGLE MICROSURVEYS

Answer a question to continue reading this page

question 1 of 2:
Did you watch or follow news coverage of the Democratic National Convention (DNC) events on Thursday night?

No, did not watch or follow at all

Yes, watched/followed closely

Yes, watched/followed a little

Show me another question

powered by Google™

Share the page you're reading

Tweet 0

Like Be the first of your friends to like this.

+1 Recommend this

Learn more – Privacy

REVENUE PROJECTION

For the Default Model

- + Questions Track with monthly Total Visits
- + Google says news site surveys avg. 10% completion rate

A site with 90,000 visits would see about 90,000 questions in a month

- + 90,000 questions x 10% = 9,000 questions answered
- + 9,000 questions x \$0.05 = \$450 a month

ROLL-OUT EXPERIENCE

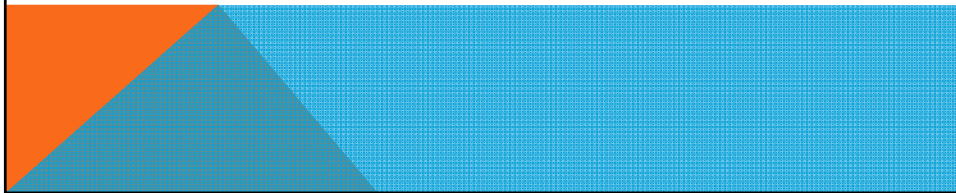
Test Site went really well for over a month

- + Exceeded revenue expectations
- + Low completion at first – moved higher in story

Roll out to suburban publishing group

- + Began showing up more than 1x per day
- + Google identified issue with code

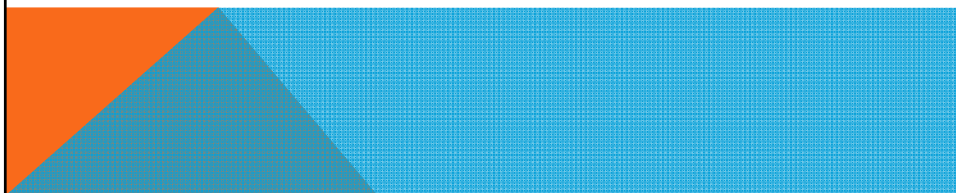
Finishing roll-out currently



FISHER – SMARTPHONE TRAINING

Really liked the simple concept of just walking people through how to use the smartphones.

While we don't provide iPhones to all employees, many users have them now



DEVELOPED IPHONE AND ANDROID CLASSES



SMARTPHONE TRAINING OUTLINE

- Why Do I Need A Smartphone
- Looking Through The Settings On Your Device
- "Best" Apps for Android and iPhone
- Installing Apps On Your Device
- Installing and Setting Up FirstClass On Your Smartphone
- FirstClass Mobile Interface
- Downloading Files To Your Smartphone
- Using The Smartphone In Your Business Day
- FirstClass Connect, Facebook and Twitter Accounts On Your Smartphone
- Mobile Sites
- Smartphone Questions and Answers

TRAINER FEEDBACK

Trainer amazed at the basic level of questions

- + Sees need for further training

Future publication trainings will be split by

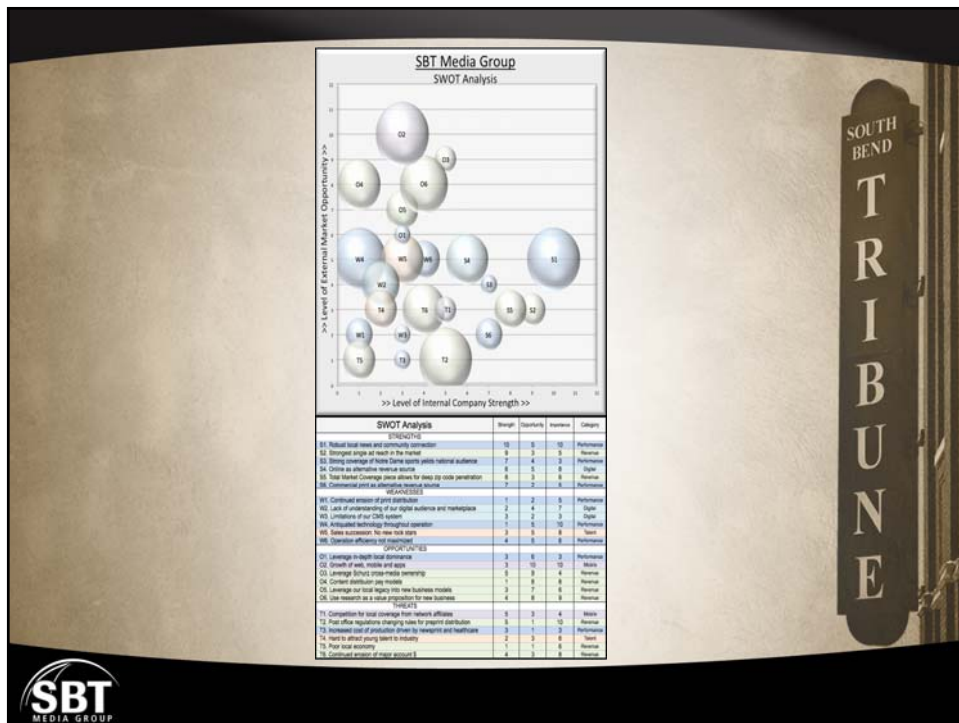
- + Experience Level

- + Department

THANKS!

Ben Shaw
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Top Takeaways from the LM Foundations'
West Coast Innovation Mission



Innovation Mission Changes 2012

- SBT Media Group
- Digital Advisory Board
- Social Media standards for reporters
- iPhones for all reporters
- iPads for all sales staff
- Tie in with core product



SOUTH
BEND

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Innovation Mission Plans 2013

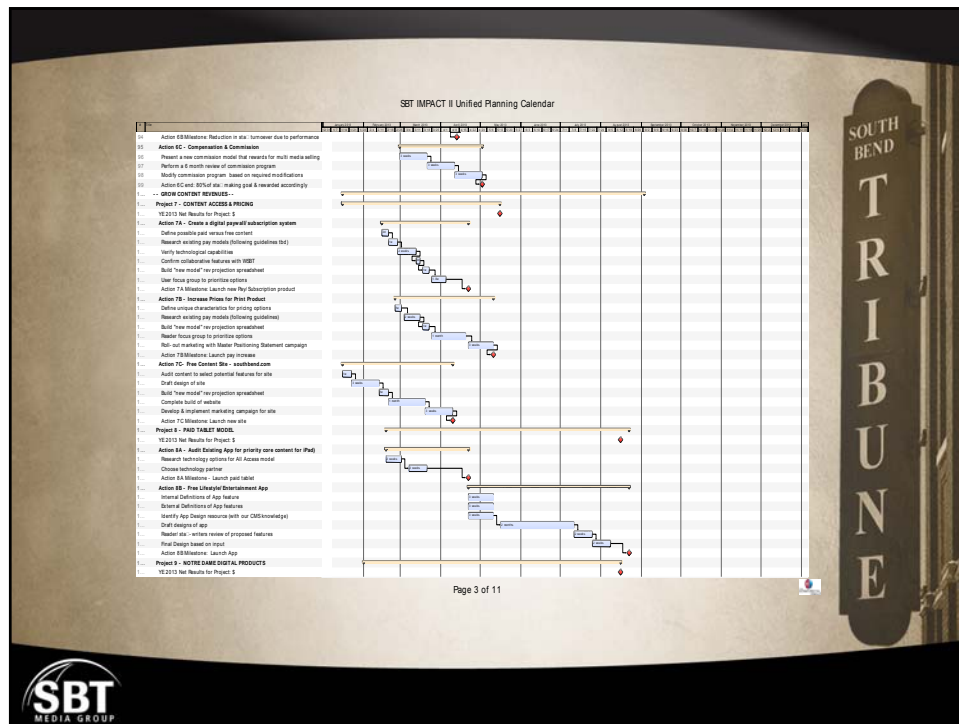
- Digital Partnerships for Resell
- Focus on Mobile
- Focus on Tablet Experience
- Pay Meter (or Wall)
- Google Surveys
- Research as revenue opportunity



SOUTH
BEND

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Top Takeaways from the LM Foundations'
West Coast Innovation Mission



South Bend Tribune IMPACT Performance Review – May 2012

Initiative Name	Team Leader	Annual Target	Target YTD	Results YTD	
Arts & Entertainment	Tim Harmon	\$100,000	\$10,200	\$8,670	85%
Sunday Product	Tim Harmon	\$100,000	\$35,500	\$0	0%
Notre Dame	Tim Harmon	\$250,000	\$0	\$0	0%
Business Products	Marian Hodges	\$200,000	\$19,180	\$33,700	175%
Digital Audience	Elisabeth Clark	\$100,000	\$4,000	\$1,995	50%
Employee Experience	Ed Henry	\$75,000	\$18,130	\$0	0%
TMC Product	Kevin Shaw	\$100,000	\$28,861	\$46,610	161%
Sales Innovation	Jandell Herum	\$250,000	\$0	\$0	0%
Brand Strategy	Elisabeth Clark	\$75,000	\$7,879	\$0	0%
TOTAL IMPACT	Kim Wilson	\$1,250,000	\$123,750	\$90,97	74%

5

