The Future of the Audience Department

John Newby
Publisher – The Times, Ottawa, IL.
Founder – 360 Media Alliance
September 27, 2015
Survival Thinking
(You Must Face Reality)

- Trends Are Clear, Traditional Print Circulation is Dying! All Markets Will Be Impacted!
- Traditional Revenue Streams WILL NOT Come Back
- It is All About TOTAL Audience!
- It is All About MONETIZING Your TOTAL Audience!
- Revenue WILL Assure 6-7 Day Delivery Goes Away!
- NEW PRESSURES to Come (Public Notices, Pre-Prints, Contractor/Employee Legal Issues)
To Be Promoted & Survive:

You Must ALWAYS Think Above Your Pay-grade
Requires New Thinking

- Culture **ALWAYS** Trumps Strategy
- **Out** Are Traditional Distribution & Operational Mindsets
- **In** Are **Creative, Innovative & Exciting** Mindsets
- **MUST** Think Beyond Your Normal Bounds
- **MUST** Offer Revenue Solutions Beyond Your Norms
- Eyeballs/Readers **Worthless** If They Provide Little or No Revenue Value
- Always Think – **New** Revenue! (Big Data, E-Commerce etc.)
- Managers Implement – **Leaders Ask** Questions
What Are You Currently Spending $$$ On?

- Sales and Audience Growth Programs
- Retention Strategies
- Membership/Loyalty Programs
- R & D
Survival Ideas

- Membership/Loyalty Clubs
- TMC Conversion to Daily Product
- Elimination of Federal Holiday Printing
- Elimination of a Day of Printing (Pick Low ROP Day)
- Rack Distribution Strategy (Or Not)
- Electronic POP (Marketing, Branding, Selling & More)
- Samples on Steroids (Sponsored by YMCA)
- Non-Traditional Member Benefit Ideas
Membership/Loyalty

- Must Make it Easy for Members to Realize Value
- Free Magazines or Other Subscriptions
- Avoid Drawings & Offer Real Value & Deals for All
- 24/7 Digital Access
- Exclusive discounts to local attractions and restaurants and services
- Free Archives
- Free Event Entries – No Drawings!!!!
Membership/Loyalty

- Free Classifieds (Social News)
- Free or Reduced Gift Giving (Friend sub for $1.00)
- VIP Treatment at Events
- Member Only Auctions & Offers
- FREE Enhanced Content
- FREE E-Notifications w/Special Offers, Deals etc.
- Must Show Them the Value – Often!!!!!!
TMC To Daily

- Cost of TMC
- Size of TMC
- TMC Versus Daily Product Distribution
- Allows You To Grow Paid Audience
- Allows You To Grow Pre-Prints
- Allows You To Grow ROP
- Benefit Independent Contractors
Cease Holiday Delivery

- 10 Federal Holidays (Most Other Businesses Close)
- What is Your Cost to Produce, Print, Distribute?
- Huge Benefit For Carriers & Carrier Retention
- Huge Benefit For Your Employees
- Give Employees More Time with Families
- Little to NO Reader Push-Back
Eliminate Day of Printing

- Select Least Profitable Printing Day
- Combine Sat/Sun Seems to Work Well
- No Adverse Pre-Print Ramifications
- No Adverse ROP/Classified Ramifications
- Huge Savings W/O Lay-offs, Reductions etc.
- Readers Will Survive – Some Even Appreciate
- Huge Employee Moral Boost
Rack Distribution Strategy

- Figure Your True Cost Per Rack & Rack Transaction
- Must Factor Delivery, Theft, & Collection Time Etc.
- Evaluate Profitable Locations (Or Not)
- Less Than 3 Sales – Consider Elimination
- Always Look to Move Indoors – Electronic POP
- If You Stay With Racks – They Must Be First Class – That is Your Brand Image Front & Center
Sampling on Steroids

- Effective Sampling Saves Major Sales Dollars
- Short Term Sampling Rarely Effective Long-Term
- Commit to One Year
- Obtain Sponsor To Increase The Impact
- Great Source of Public Feed-Back & Surveys
- Highest Retention Rate When Done Right
- Benefits Include: Instant Growth, Reduced Spending & High Retention Rates
Membership Benefits

STARVED ROCK Country

ULTIMATE GOLF CARD 2015

To be used by signature player only.

Sponsored by: Edward Jones

$306.00 Value  Only $99.00
Membership Benefits

Concerts For Members

Alex Boyé
OSHE | UBUNTU | PEPONI
April 25, 2015
LaSalle-Peru High School
Shop.StarvedRockCountry.COM
or Call 815-433-2000
for Tickets

Bellamy Brothers
June 5, 2015
IVCC Auditorium
Shop.StarvedRockCountry.COM
or Call 815-433-2000
for Tickets
Marathon Benefits
Member Benefits

1st Annual
Starved Rock Country
Pro/Am Golf Championship 2014
June 28 & 29, 2014

36 Holes
Open Flight $250.00 entry
A Flight $125.00 entry
B Flight $125.00 entry

Senica's Oak Ridge
Golf Club, Inc.
658 East US 6 • LaSalle, IL 61331

Open Flight
Minimum $1000 Winners Purse.
Half of all open entries go to open purse.
A & B Flight winners win year memberships.

Corporate Challenge

Entry fee includes:
- 3 rounds of golf
- (one practice / two rounds of competition)
- Unlimited range use
- Lunch / Drinks provided during competition
- Practice round can be played up to 2 weeks before competition

Join us in building the Starved Rock Country Pro/Am
into one of the premier golf events in the Midwest!
Register today www.starvedrockcountry.com

Over $10,000.00
in Cash & Prizes
Awarded!
Member Benefits

Presents
Outdoor Sports, Boat & Travel Expo

Fees:
- General: $50
- Expo Booth Space: $100 - $200

Location: Downtown - Ottawa, IL

Time: Saturday, Sept. 28, 2013 (9am - 5pm)

Limited Space - Lock it in Today!
Questions:

John A. Newby
Publisher – The Times, Ottawa, IL
Founder – 360 Media Alliance

jnewby59@gmail.com
1-815-326-9061