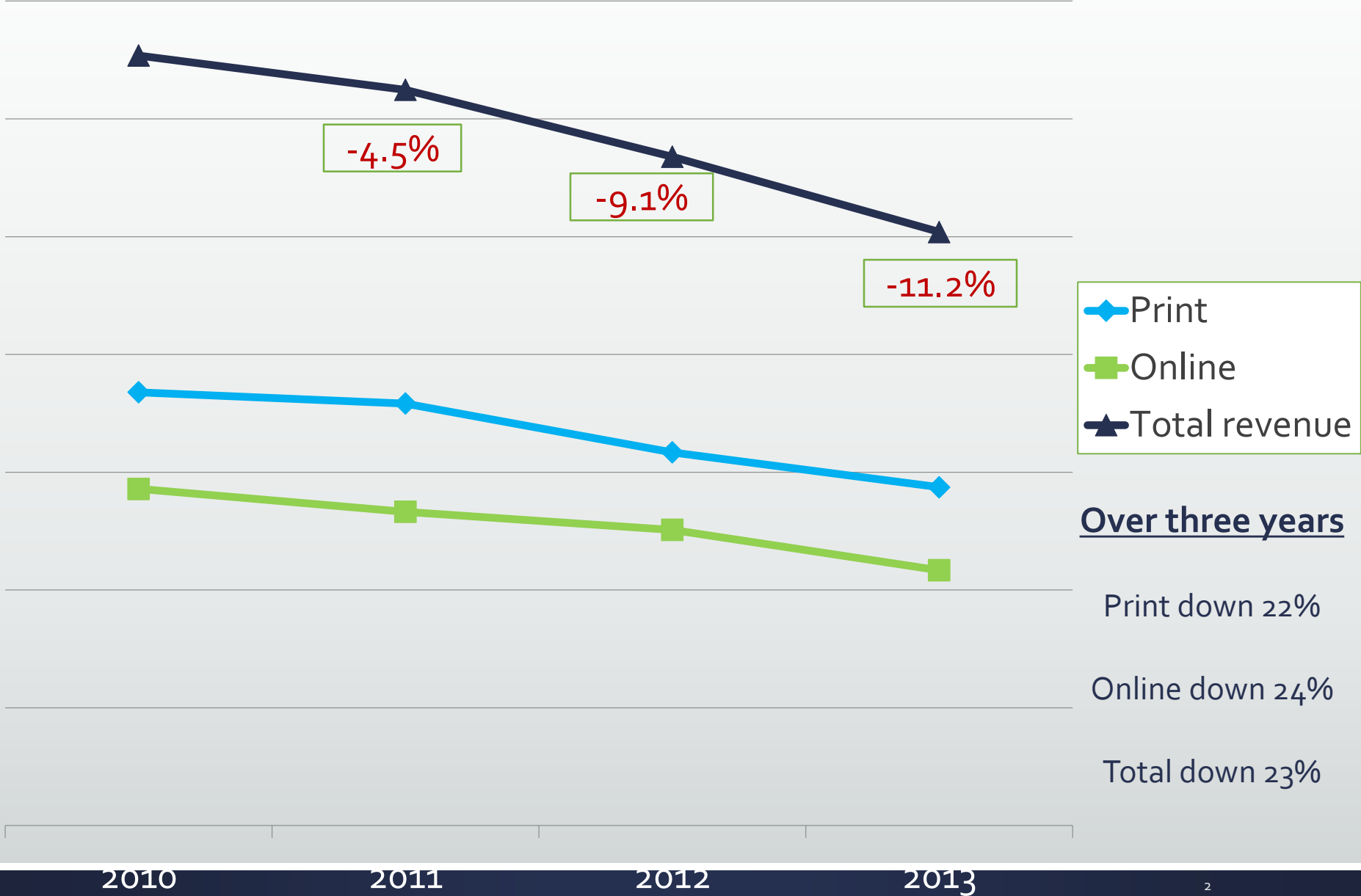




Morris Communications Recruitment Strategy

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The challenge: Falling recruitment revenues





20th Century

Job-seekers go to printed listings



1990's

Job-seekers go to
giant job board
websites like
Monster and
CareerBuilder



Early 2000

Job-seekers go to Google, niche sites, specialty sites, job aggregation sites.

2000 - 2010

Job-seekers use mobile phones to search and apply.

Tap into online social networks to find jobs and candidates.



Today

Employers want

- Better results
- Easier solutions
- Pre-qualified prospects
- Reach passive job-seekers



Strategy to meet staffing needs of all our community

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Simple Posting

- Listing in print/online
- Help job post stand out

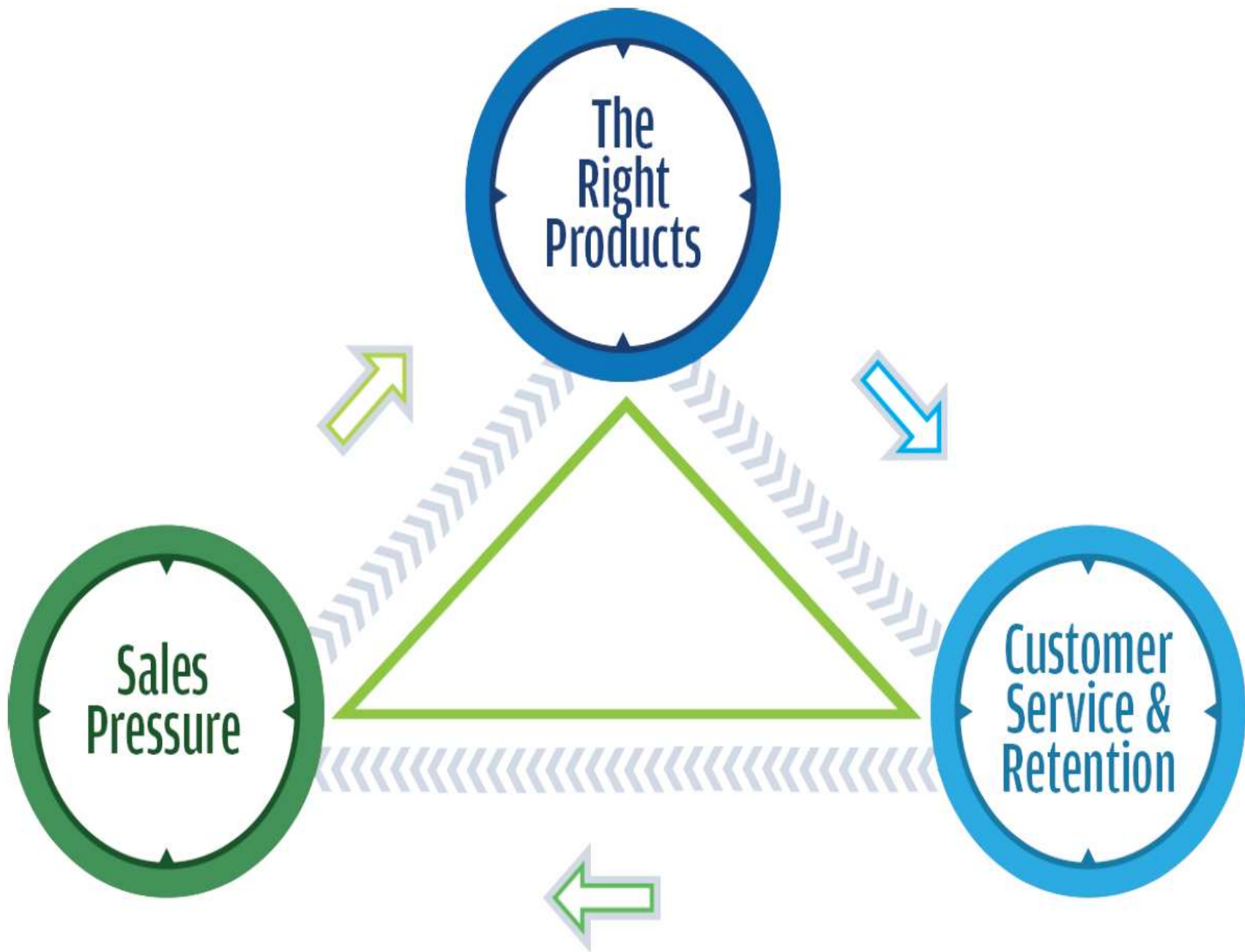
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Distribution

- Post listing in multiple places
- Niche job boards
- Social Channels
- Target Passive candidates

Sourcing and Staffing

- Target active and passive anywhere on the web
- Prequalified candidate and job leads
- Candidate matching
- Branding Solutions



We needed to do something
different!

We made a strategic move away
from our national job board
partnership to a local solution with
national reach!



Our Localized Product

More competitive pricing

You keep 100% revenue for posting on your site and upsells like bold/ featured listing

Our local brand and we keep

100% of our traffic

Tools for building your audience including print to apply, social media integrations, mobile, widgets

Easy to get jobs online through self-service tools and wrapping

20 + Niche networks at very affordable rates

Cross posting on Morris network

Partnerships with other distribution networks and recruitment services

Resume Screening tools and candidate matching included

You own the data, the pricing, the audience, your future!

Traffic Result

- Traffic stable (but it's our traffic)
- Month over month increases in job seeker activity
 - 50% increases in resume database
 - 60% increases in job alerts





Employer Results

- Immediate increase in the number of self service ads taken.
- Less candidates but the candidates are local high quality candidates.
- Struggling with some specialty categories in some markets.

Revenue/Sales Results

- Significant decreases in vendor costs
 - Allowed us to offer lower rate packages
 - Reallocate savings to build an employment specialist team
- Markets with increases in active accounts are also seeing increases in revenue
 - No block lists
 - Continue marketing
- Revenue
 - Picking up momentum
 - 2015 budgeted up **5%** recruitment

Success Stories

- *"We didn't lose any customers during the transition. Our customers use us because we have long standing relationships and trust built. As long as we deliver them results, they really don't care what our platform is."* – Jacksonville Sales Manager
- *"We can now service the small business categories and they are getting their positions filled through us."* – Athens Sales Rep
- *"The diversity network is working great. I have approval to run 6 more job listing on the diversity and spotlight package"* – HR for a local financial institution
- *"I have a local trucking company that for the first time in 10 years, we have been able to fill every trucking position for them."* - Topeka Sales Rep



Questions?