

# Innovation Award



KEY  
EXECUTIVES

## Mega- Conference

Solutions, Success Stories  
and New Ideas

This entry includes a PowerPoint that needs to be viewed -- together with the information below.

Newspaper or company name: GateHouse Media

Address: 111 New Hampshire Ave

City: Portsmouth

State: NH

ZIP: 03801

Entry submitted by: Rob Connelly

Title: Director of Digital Audio

Email address: [rconnelly@gatehousemedia.com](mailto:rconnelly@gatehousemedia.com)

Phone: 603 969 8430

## **NEW REVENUE CHANNELS**

What new product(s) or approaches have you introduced in the past 3 years that is/are making a significant difference in your business model today or is expected to significantly alter your business model in the near future? In addition to a description of your products or approaches, please provide links to showcase examples. If you would prefer to mail 10 printed samples, email [cindy@snpa.org](mailto:cindy@snpa.org) for the mailing address. (300 words or less, suggested)

FROM THE NEWSROOM is an audio initiative launched in 2018 to engage multiple newsrooms to gather and include audio in reporting and storytelling. The audio “actualities” provide an objective point of view while creating a new local and national revenue stream.

Please see deck attached.

## **AUDIENCE DEVELOPMENT**

Please describe any innovative audience approaches your company has taken that has allowed your company to reach more readers, new audience segments (for example: Millennials, sports fanatics, etc.) or improve subscriber engagement. How has this impacted subscriptions, open rates, social shares or total audience? (300 words or less, suggested)

FROM THE NEWSROOM audio is shared socially and distributed via all podcast platforms.

Please see deck attached.

## **SALES & MARKETING APPROACH**

Please describe any innovative sales and marketing approaches you have taken that have helped your company improve the trajectory of your revenue (300 words or less, suggested)

FROM THE NEWSROOM audio is sold locally. Each newsroom and sales group has a local sales availability for both embedded audio and flash news briefs. All audio across GateHouse Media is aggregated for national programmatic audio ad insertion.

See deck attached

## **ORGANIZATIONAL & COMPANY CULTURE TRANSFORMATION**

Please describe how your company has changed its organizational structure, work environment and/or rewards to encourage innovation. (300 words or less suggested)

FROM THE NEWSROOM engages newsroom staff on all levels and provides readers with a new, objective point of view in electronic news reporting. Reporters gather audio interviews using 42 news audio studios that were rolled out in 2018 throughout GateHouse Media properties.

See deck attached.