



Sparking Innovation in the Newspaper Industry

- 30,000 newspaper workers out of a job
- Ad revenue slashed by 45%
- New technology threatening very existence of newspapers





3 Ideas People Thought Would Become Extinct





Live Theatre



AM Radio



Telegram



Innovated Within Their Competitive Advantage



Leveraged Assets

- *Retail locations around the world
- *Ability to send short, secure messages



Global Payment Leader



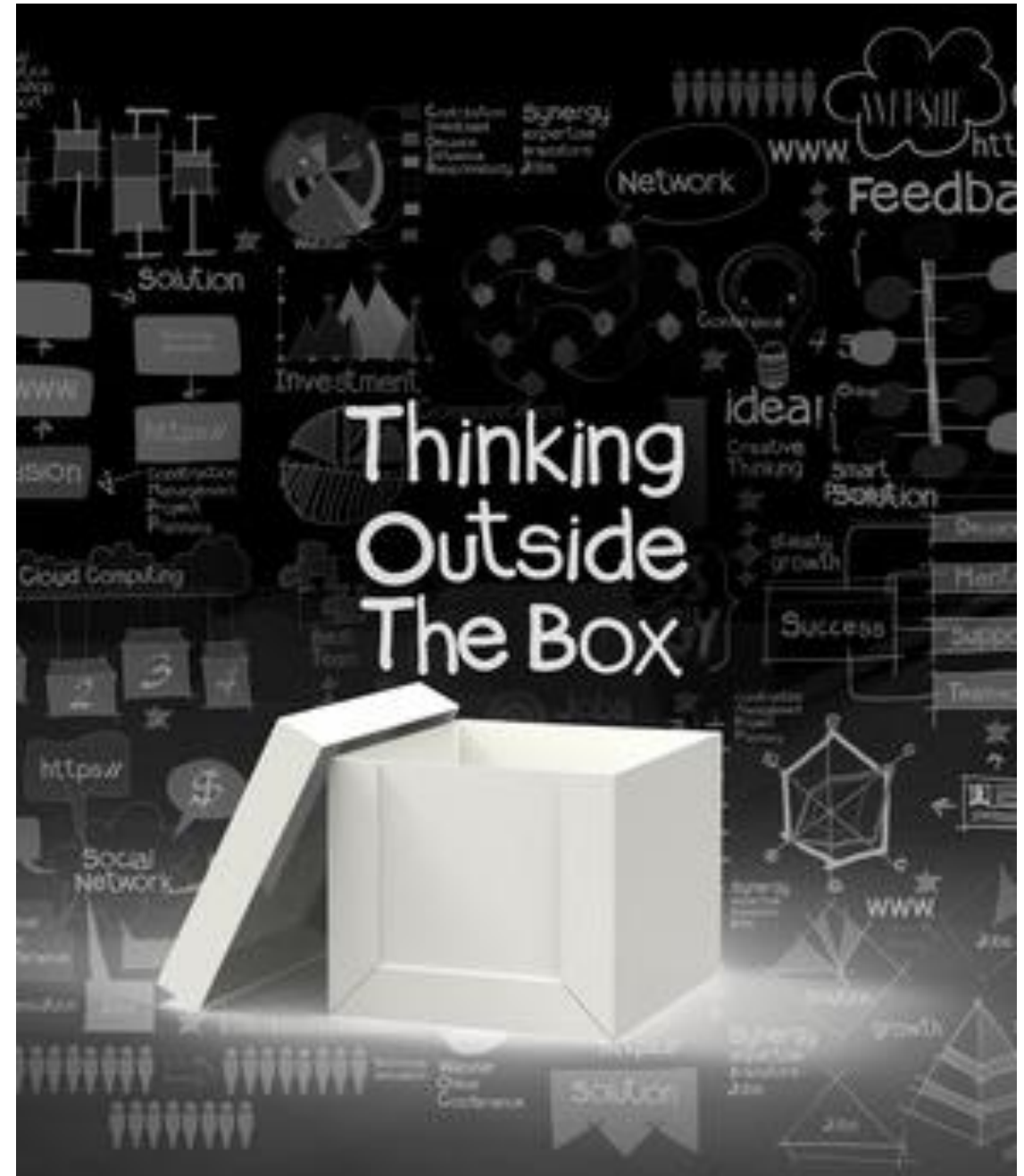
Newspapers at a Crossroads

Have valuable assets that can be innovated and monetized

- * Newspapers, like TV, radio, movies and other forms of media will change
- * Most people AND businesses don't change until they are forced to
- * Anything can change your business
- technology, economy, customer tastes, competition, government regulations, weather, counterfeiters
- * Learn to infuse innovation into the fabric of your culture and see change as opportunity

Solutions

- Short term solutions you can use to start generating instant income by leveraging assets you already have
- Innovating within your competitive advantage
- Long term innovation brainstorming techniques



Craig's List - Founder Craig Newmark



Meetup

Founder - Scott Heiferman



Do something
Learn something
Share something
Change something



- Communities want to connect, share knowledge, create experiences with others who have similar interests
- Human connection
- Social interaction



Newspaper's Assets

- Used to be printing press
- Brand
- Connector in the community



You Can Do Local Better Than Anyone

- Local people
- Local places
- Local events



Local Leads

- Small and mid-size businesses represent largest growth opportunity in local markets
- Traditional solutions aren't working for them



Top 2 Reasons Small Biz Not Using Typical Advertising

- Richmond Times Dispatch did a study on 40 businesses who didn't place ads in newspapers
- Top 2 reasons were that they couldn't find affordable solutions & they wanted to build relationships with customers

- Events provide a targeted audience for small businesses
- They attract new followers for the newspaper
- Help sell more to existing customers
- Helps small businesses build relationships with their customers



3 Innovative Newspapers

Capital Times



- Puts on panel discussions with community leaders to talk about pressing issues
- Email for promo products

Chattanooga Times Free Press

- Earns over \$1 million a year putting on events
- Targets niche markets
- Partnered with local hospital to live stream open heart surgery on their website



Erie Times - News

- Focused on local music scene
- Put on Rock Erie music awards
- Fans can listen to music on website
- Bands spread the word through fans and social media





Subscribers

Advertisers





Followers

Sponsors



N.Y. Times celebrated 1
million digital subscribers



41 million digital subscribers



\$10,000 per Tweet

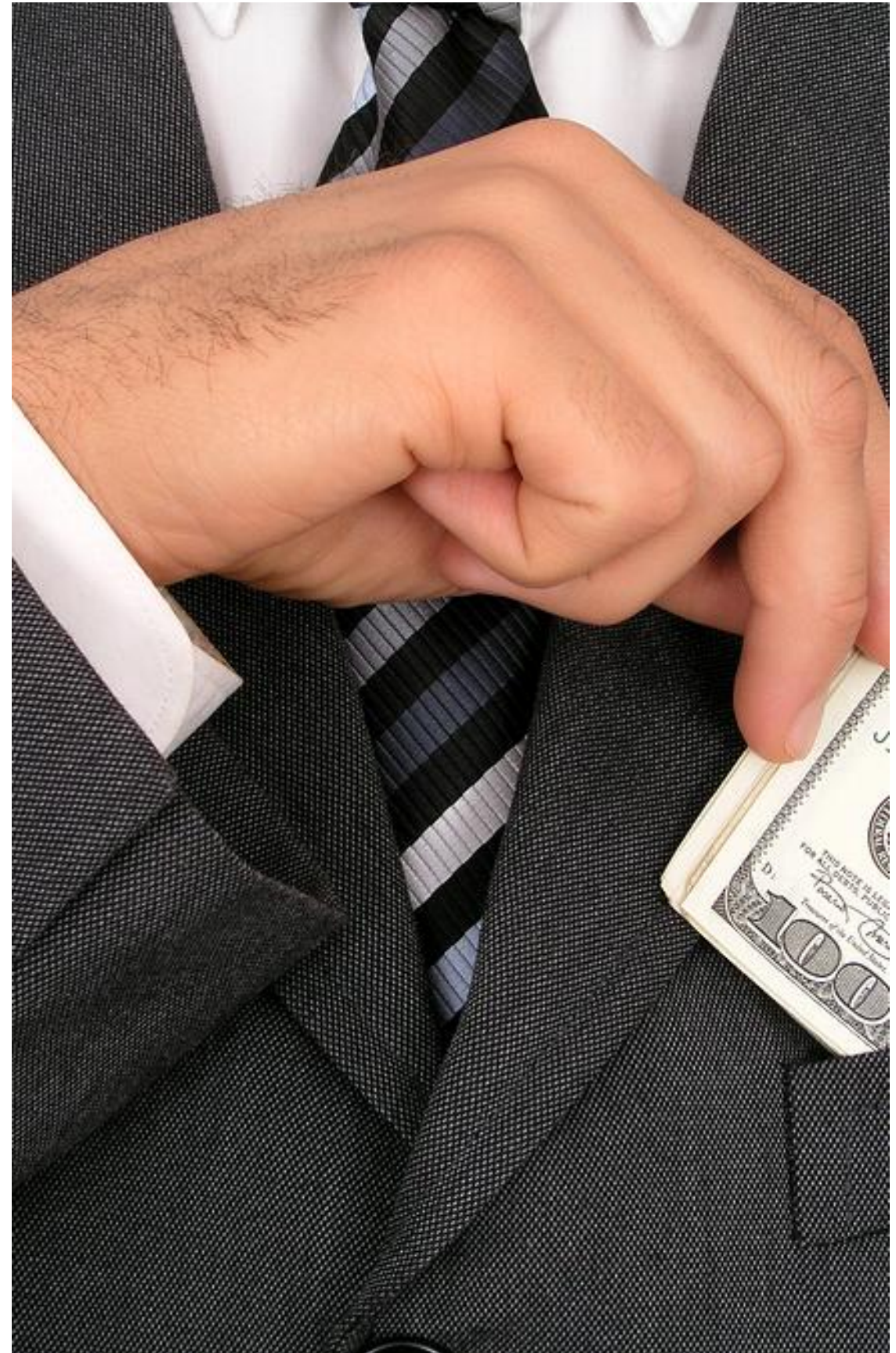
34 million followers



DJ Skrillex

20 million Facebook fans

Influence is the
New Currency





Austin Bat Fest



NASCAR



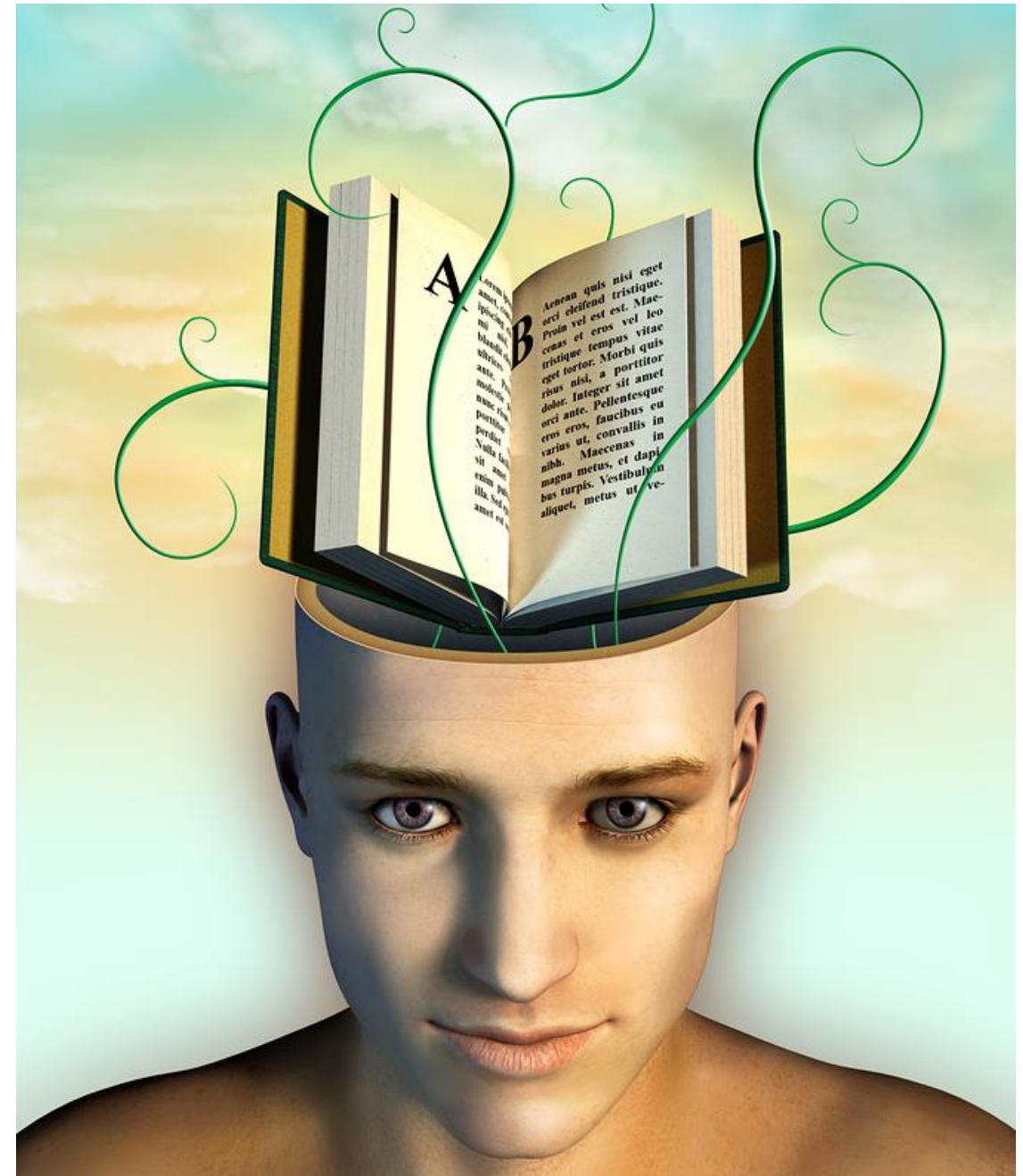
Creative Brainstorming

“Chance Favors the
Prepared Mind”

Louis Pasteur

Fill Your Brain With Knowledge

- Study industries you don't know anything about
- Learn from everyone
- Spend a day in the library
- Spend a day in the museum
- Learn from nature



Change Your Routine

- Being in a rut puts your brain on autopilot
- Creative process is about exploration and discovery
- Serendipity
- Opportunities are everywhere



Tap Into the Power of Your Subconscious Mind

- Put knowledge in and let your subconscious take over
- Random bits and pieces of knowledge are pieced together in your dreams
- Keep a dream diary





Newspapers of the Future