

Clear Paths to Profitability in an Unclear Media Environment

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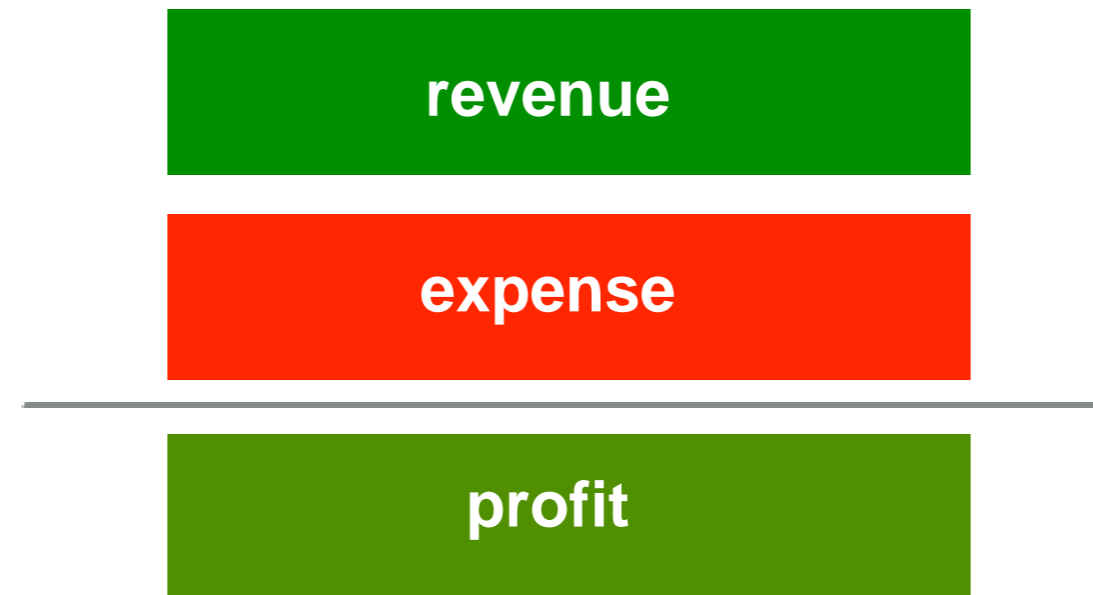
revenue

expense



loss





we need to get our house in order.

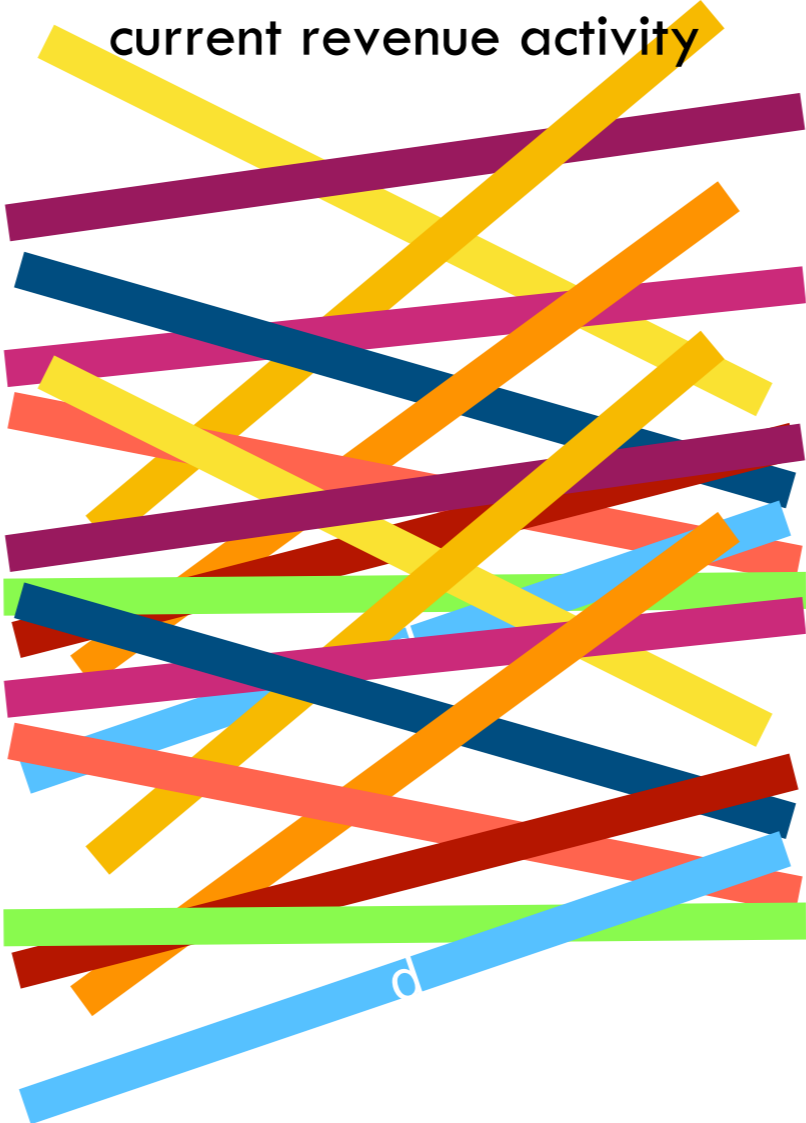


revenue

traditional revenue activity



revenue



revenue

traditional revenue activity

advertising
circulation
commercial print

current revenue activity

advertising
circulation
commercial print
magazines
merchandise
social media services
events
digital fulfillment
book publishing
banners
specialized printing
direct mail campaigns
agency placement
reputation management



revenue

expense



profit

how do we get here?

we need to get our house in order.

1. Leadership

2. Lift

3. Leverage

4. Let go

5. Leadership



we need to get our house in order.

expense

this is where the battle will be won or lost.



we need to get our house in order.

expense

do you have a target for payroll percentage?

do you have a target for your collections percentage?

do you have a target for average earned rate?

do you have a target for average subscriber profit?



we need to get our house in order.

expense

do you have an operating profit target percentage?

do you have a target EBITDA percentage?

do you have a target for cost per inch?

do you have a target for digital subscriptions?



we need to get our house in order.

expense

benchmarking

do you have them; do you use them?

if not, get them in place - now.



revenue

expense



profit



1. Leadership

2. Lift

3. Leverage

4. Let go

5. Leadership



