



*Today's video conference call will begin shortly.*

### Tips for Conference Attendees:

- Please mute your computer so background noise is not distracting.
- Questions can be typed into the chat box at any time.
- This call is scheduled for 60 minutes. We will be recording the call, and that recording will be made available to participants after the call. If you have to leave the call before the end of this video conference, you won't miss anything!
- A PDF version of today's PowerPoint will be available to all participants after the call, too.
- We welcome your feedback. Please send your comments and suggestions to [edward@snpa.org](mailto:edward@snpa.org)

# SNPA



## P2P INITIATIVE

July 19, 2018

Video Conference – How Your News Coverage Impacts Your Revenue

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## Additional upcoming “P2P” (Publisher-to-Publisher) video conference calls:

- Sept. 20 - Creating a digital agency
- Oct. 18 - Revisiting your organizational structure
- Nov. 15 - Diversifying revenue for success

***Always the Third Thursday of the month!***

***Registration opens one month in advance of each call at [www.snpa.org](http://www.snpa.org)***



**P2P INITIATIVE**

### **Today's conference moderator:**

Tom Silvestri, president and publisher  
Richmond Times-Dispatch



## Participants registered for today's call:

- Graham Archer, staff writer, Omaha World-Herald, Omaha, Neb.
- Orestes Baez, group publisher, GateHouse Media
- Shon Barenklau, publisher, Kearney Hub, Kearney, Neb.
- John Bisognano, senior editor, The Palm Beach Post, West Palm Beach, Fla.
- Jason Braverman, web operations manager, Southern Community Newspapers
- Scott Brown, director of operations, Decatur Daily, Decatur, Ala.
- Tim Burke, publisher, The Palm Beach Post, West Palm Beach, Fla.
- Frank Dubec, advertising director, Charlottesville Daily Progress, Charlottesville, Va.
- Cindy Durham, SNPA
- Mike Fishman, publisher and editor, Citizen Tribune, Morristown, Tenn.
- Mike Gochenour, publisher, Northern Virginia Daily
- James Maxwell, regional publisher, Bristol Herald Courier, Bristol, Va.
- Lawrence McConnell, executive editor, The Roanoke Times, Roanoke, Va.
- Bob McCray, vice president/sales and marketing, Southern Community Newspapers and Digital Media
- Paul Rice, digital content coordinator, Bristol Herald Courier, Bristol, Va.
- Aaron Richardson, editor, Charlottesville Daily Progress, Charlottesville, Va.
- Tom Silvestri, president and publisher, Richmond Times-Dispatch, Richmond, Va.
- Edward VanHorn, SNPA
- Lee Wolverton, managing editor, The Roanoke Times, Roanoke, Va.



## Accessing the slides after this call:

<http://snpa.static2.adqic.com/static/P2P-07-19-18.pdf>

We also will be sending this to you in an email,  
along with a link to a recording of today's call.

### **Want to receive a recording of previous P2P calls?**

Email [edward@snpa.org](mailto:edward@snpa.org) to request any/all of the following:

- Revenue
- Tactical cost-cutting
- Organizing your sales force
- Leveraging data to build audience and diversify revenue



## Richmond Times-Dispatch Richmond, Va.

### Richmond Dish



Richmond Dish is the updated sub-brand for food and dining content produced by the Richmond Times-Dispatch. While we have covered the local dining industry for quite some time throughout our sections, through Richmond Dish we're creating content vertical where our local readers can find updates on restaurants, dining events, breweries, wineries, dining deals and all things that Richmond foodies enjoy.

In addition to an updated content section on Richmond.com, we also launched a weekly email newsletter dedicated to dining. Richmond Dish delivers on Wednesday to a significant email audience.

Under Richmond Dish, our local dining coverage is collected in a vertical that our sales team can easily target for email, video and online sponsorships. The popular content from our newsroom is now easier than ever to find, enjoy and sponsor.

Dish boosts our commitment to adding audience and revenue through news coverage and other community engagement activities related to food and dining in the Richmond region.

**Slide 1 of 3**



**P2P INITIATIVE**

# **Richmond Times-Dispatch (continued)**

## **Richmond, Va.**

### **Richmond Dish**

We're watching two key metrics in order to measure the success of Richmond Dish. By April 2019 we plan to achieve the following:

- Reach 4,000 unique daily users in our DMA who read Richmond Dish content on Richmond.com. We're focusing on the Richmond DMA because those users are more likely to subscribe to The Times-Dispatch, and Richmond Dish is an audience acquisition tool that will help foster that growth.
- Reach \$300,000 in revenue tied to Richmond Dish and all of the RTD's food-related actions, including newsletter, video, web and event sponsorships.

The initial promotional campaign for Richmond Dish will be executed in three phases and will last from June through November 2018.

**Slide 2 of 3**



# Richmond Times-Dispatch (continued)

## Richmond, Va.

### Richmond Dish: Demographic Target

The target audience for Richmond Dish promotions is based on information about current digital users, available through Google Analytics and Scarborough data.

Richmond Dish's target audience is adults, ages 25-44, who have dined out at a sit-down restaurant 10 or more times in the past 30 days, and/or drank craft beer in the past 30 days. According to Scarborough, our potential audience size is 76,000 people in the CBSA.

<ul style="list-style-type: none"><li>- Gender: 63% male, 37% female</li><li>- Median household income: \$94,313</li><li>- Education: 61% have at least a 4-year degree</li><li>- Household: 47% live in a home with children</li><li>- Housing status: 70% own, 30% rent</li><li>- Very unlikely to be RTD print readers</li><li>- Very likely to read RTD online</li><li>- High readership of Style Weekly and Richmond Magazine</li><li>- High social media usage: 93% Facebook, 51% Instagram, 37% Twitter</li></ul>	<ul style="list-style-type: none"><li>- Average age: 34</li><li>- Race: 81% white</li><li>- Marital status: 61% married</li><li>- Population spread roughly equal between City of Richmond, Henrico and Chesterfield</li><li>- Media consumption: High use for radio and internet consumed outside of the home. Low index for TV. Very low index for newspaper.</li></ul>
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The chart on this page reflects the information gathered about our target audience through a deeper dive.

**Slide 3 of 3**

Tom Silvestri, President and Publisher  
Richmond Times-Dispatch  
(804) 649-6121 • [tsilvestri@timesdispatch.com](mailto:tsilvestri@timesdispatch.com)  
or

Paige Mudd, VP of News and Executive Editor: (804) 649-6671 • [pmudd@timesdispatch.com](mailto:pmudd@timesdispatch.com)  
Jason Dillon, VP of Revenue: (804) 649-6136 • [jdillon@timesdispatch.com](mailto:jdillon@timesdispatch.com)



**P2P INITIATIVE**



# Southern Community Newspapers and Digital Media

## “Guaranteed” Press Release Program

In Gwinnett, we receive a number of press releases weekly about new business openings, remodels, etc. Many don't run so we implemented a “guaranteed” press release program in which a business can make sure their press release runs for \$250. We will even have a journalist interview them for an additional fee of \$75 if they need help with the article. Pretty successful in just a few weeks.

Bob McCray, Vice President of Sales and Marketing  
Southern Community Newspapers and Digital Media  
[bob.mccray@scompapers.com](mailto:bob.mccray@scompapers.com)



**P2P INITIATIVE**

# Citizen Tribune Morristown, Tenn.

## Expanded Electronic Edition

We debuted The Triple E as a way to increase audience online.

- We take content, AP that doesn't make the print edition, build pages just like in print and upload them with the rest of the paper, providing extra content.
- Gives the online audience much more info than the regular paper in a familiar format.
- We have two pages of nation and world plus themed days the rest of the week.

Monday – Sports

Tuesday – Education

Wednesday – Food

Thursday – Travel

Friday – Entertainment

Sunday – Home & Garden

The results have been positive from an audience standpoint, increasing our online edition readership. We have not been able to find a way, however, to generate advertising dollars with The Triple E.



Idea shared by: Mike Fishman, Publisher, Citizen Tribune  
For more information, contact: John Gullion, Managing Editor  
(423) 581-5630 • [jgullion@citizentribune.com](mailto:jgullion@citizentribune.com)

# Citizen Tribune Morristown, Tenn.

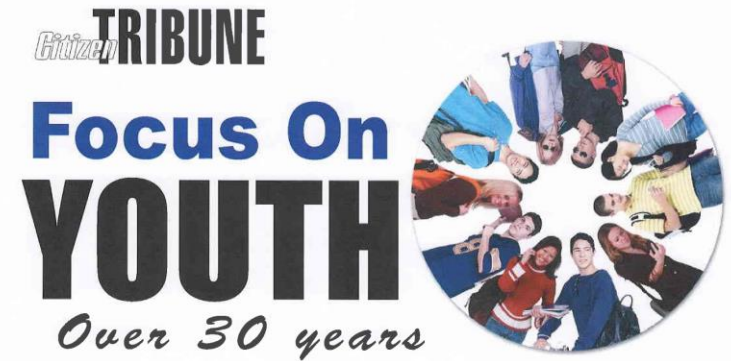
## Focus on Youth

Each spring we do a Focus on Youth section that profiles dozens of students from regional high schools.

- In February, we work with guidance counselors at 10 regional high schools asking them to identify high achieving, interesting students.
- We send each a questionnaire and schedule a photo day.
  - At photo day, students bring props related to future jobs, hobbies, favorite things highlighted in questionnaire and we snap pics.
  - While at picture day, we also video students responding to questions from the questionnaire for a Focus on Youth Page online.
  - The online page is used as a bundle for featured advertisers to be online, in print and on social media through sharing of the page.
- We have gotten additional traffic to our site with close to 1,000 pageviews.
- This effort generated a total of \$4,200 in advertising revenue and is sold as a bundle of print and digital.



**P2P INITIATIVE**



**Inserts Thursday, April 26th**

Sales Deadline Thursday, April 20th

Copy Deadline Monday, April 23rd

*Special section featuring High School Students in the Lakeway Area. This special edition will highlight student's accomplishments, community involvement, and future goals. Please help us honor & support our area youth. We are videoing the students to put them online at [citizentribune.com](http://citizentribune.com) so the public can hear them in their own words.*

**3 columns x 4 (4.9375" x 4") \$185**

**3 columns x 8 (4.9375" x 8") \$325**

**6 columns x 8 (10" x 8") \$550**

*\*Add Process Color for additional \$125*

*Your ad will also rotate online for no additional investment.*

Contact your sales representative today  
at 423-581-5630 to reserve your ad space.

Idea shared by: Mike Fishman, Publisher, Citizen Tribune  
For more information, contact: John Gullion, Managing Editor  
(423) 581-5630 • [jgullion@citizentribune.com](mailto:jgullion@citizentribune.com)

# The Roanoke Times

## Roanoke, Va.

### Leveraging Social Media and Video

An expected re-opening for the Red Hen restaurant in Lexington on the night of Tuesday, June 26, turned into a scene that attracted police, protesters and supporters. Our politics reporter, Amy Friedenberger, was there. She kicked off a live Twitter thread (a key tip for engagement that was suggested during a recent segment of a summer seminar series here at The Roanoke Times) with video of the scene outside the restaurant. She continued to tweet updates throughout the night, which many people said they intensely followed.



Our digital team showcased the story on roanoke.com's gateway. In addition to that, they pulled Amy's Twitter video over to Facebook, linked to her story and Twitter thread, and the post went viral (by the following afternoon, it had been shared 1,700 times and viewed over 121,000 times). By the end of the day that Tuesday, the story had over 85,000 page views and 51,000 visitors. It quickly became roanoke.com's top-viewed local asset by both page views and visitors in more than a year.

*A note from Amy: "...if you're out there covering something much more small scale, remember that there are people who are interested and following, so don't feel like you're failing if you're not getting retweeted. What you're ultimately trying to accomplish in the field is establishing yourself as the best source for news on an incident and show people in real-time what's going on."*



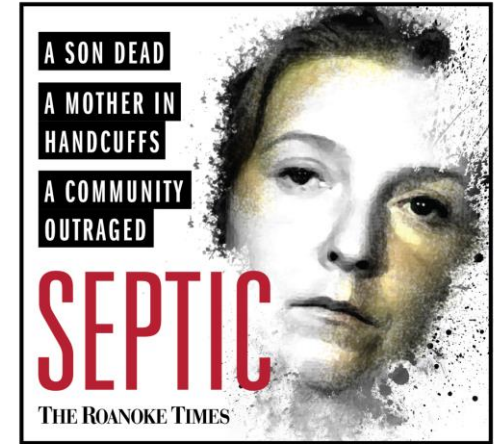
Lawrence McConnell, Executive Editor  
The Roanoke Times  
lawrence.mcconnell@roanoke.com

# The Roanoke Times

## Roanoke, Va.

### Podcasts

Two of our reporters, Jacob Demmitt and Robby Korth, spent parts of a year working on a podcast that registered an enormous impact for The Roanoke Times this spring and into the summer.



The series focused on community reaction to a mother accused of felony homicide in the 2015 death of her 5-year-old son, the search for whom generated national attention. Missing for almost a week, he was discovered in a septic tank outside the family home. His mother eventually was cleared of wrongdoing in the child's death, but she lost in the court of public opinion. The moving podcast Jacob and Robby produced – a series that unfolded through the various stages of the case – drew praise from prosecutors and the defense alike. More to the point:

- Downloads of the podcast totaled 228,000 as of Saturday, following its release in May.
- Picked up by Apple, “Septic” was featured by Apple as “New & Noteworthy” for three weeks.
- It climbed into the Top 10 in Apple’s News & Politics category, which frequently includes the likes of Rachel Maddow, Fareed Zakaria, Anderson Cooper and others.
- Ranked in Apple’s Top 50 overall.
- Received a 4.5 star rating with 233 reviews.



**P2P INITIATIVE**

This has been a gift that keeps giving, at one point generating downloads at the rate of more than 1,000 an hour. We’d hoped for 1,000 a day.

Lee Wolverton, Managing Editor, The Roanoke Times • [lee.wolverton@roanoke.com](mailto:lee.wolverton@roanoke.com)



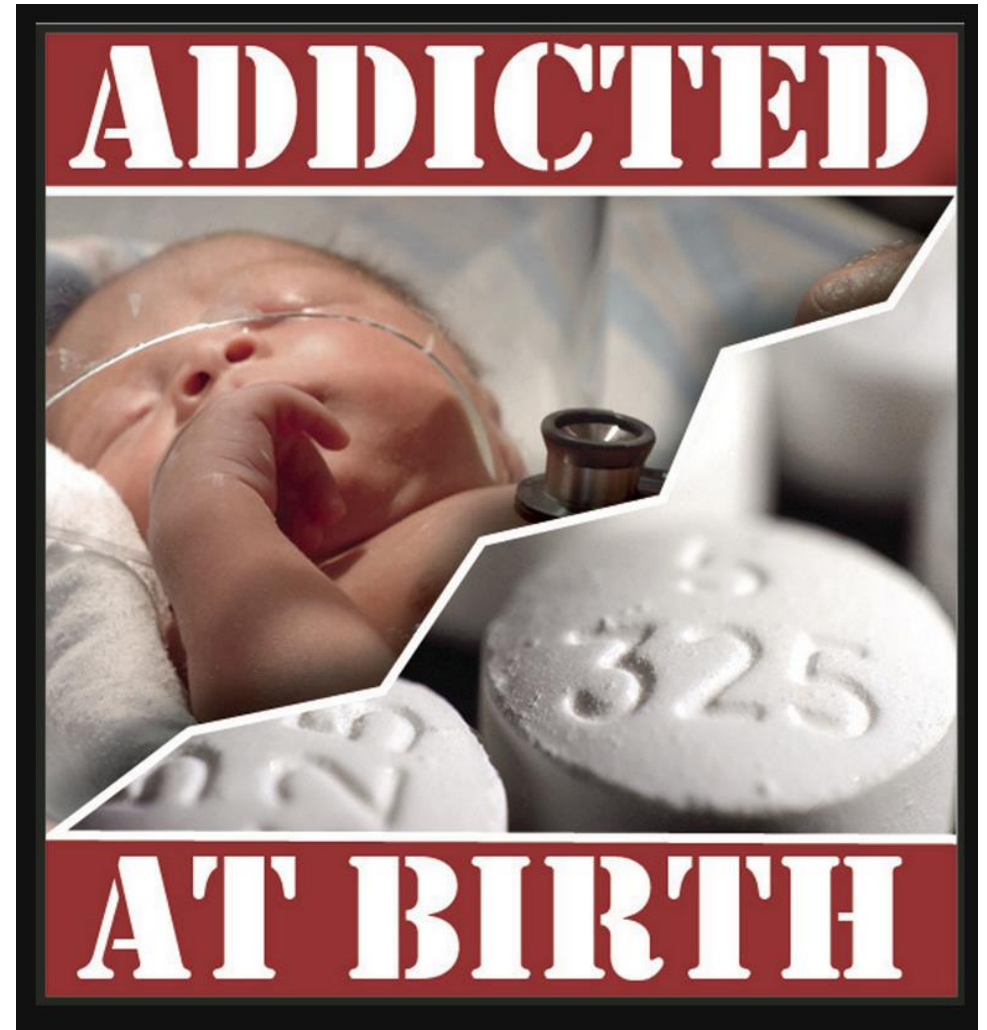
**Bristol Herald Courier**  
**Bristol, Va.**

## **Deep Dives into Important Topics**

The Bristol Herald Courier undertook a seven-month deep dive into neonatal abstinence syndrome, when babies are born addicted to drugs as a result of the mother's drug use during pregnancy. The rate of NAS in Northeast Tennessee and Southwest Virginia is among the highest in the nation.

[https://www.heraldcourier.com/news/addicted\\_at\\_birth/](https://www.heraldcourier.com/news/addicted_at_birth/)

Paul Rice, Digital Content Coordinator  
Bristol Herald Courier  
price@bristolnews.com



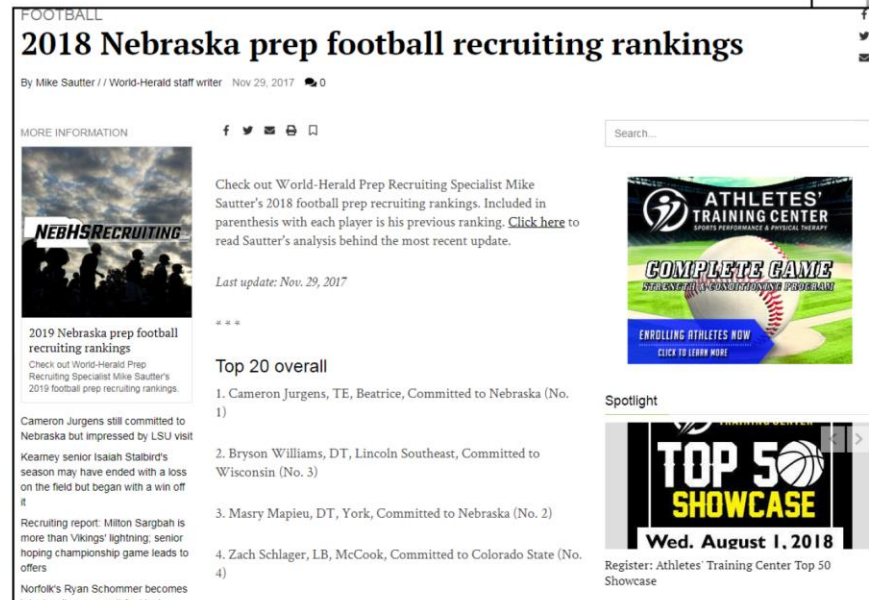
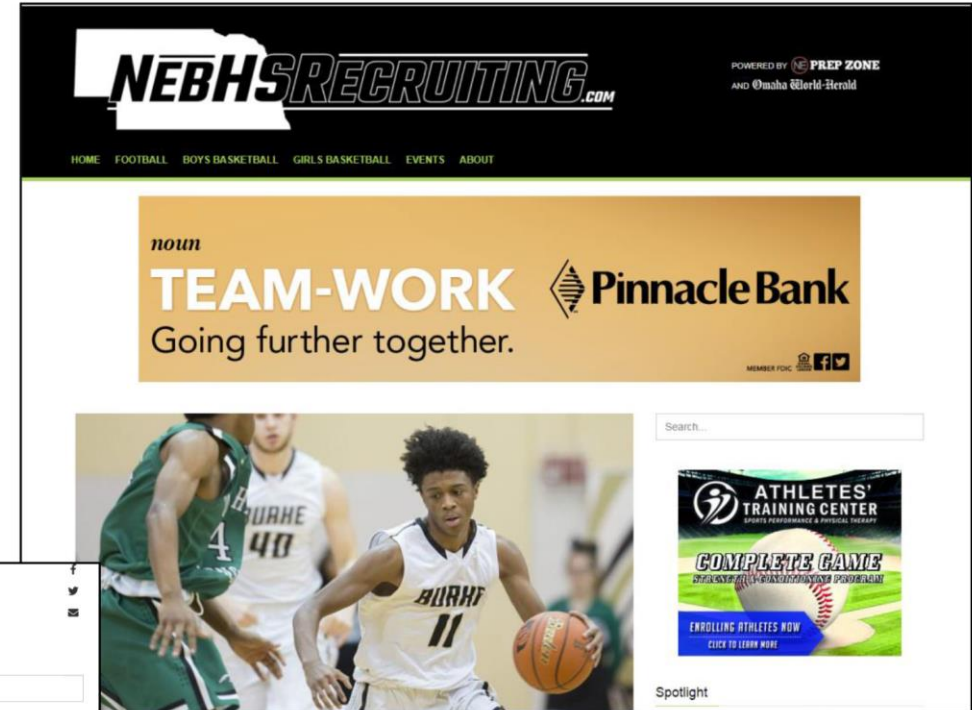
**P2P INITIATIVE**

# Omaha World-Herald Omaha, Neb.

## Nebraska High School Recruiting

<https://www.omaha.com/neprepzone/recruiting/>

- Launched April, 2017
- Devoted to recruiting information about High School sports in Nebraska
- Engagement with Omaha area parents of High School Athletes
- Naturally ties to sports camps and events
- Strong social media performance



Slide 1 of 2

Revenue: \$40,000+  
Pageviews: 2.5 million

Graham Archer – News Contact  
402-444-1539 [GArcher@owh.com](mailto:GArcher@owh.com)  
Lowell Miller – Advertising Contact  
402-444-1254 [Lowel.miller@owh.com](mailto:Lowel.miller@owh.com)



**P2P INITIATIVE**





# Omaha World-Herald Omaha, Neb. (continued)

## Premiere Sponsorship \$35,000

- Exclusive leaderboard/mobile footer positioning on NEBHSRecruiting.com Desktop and Mobile pages
- Industry Exclusive Sponsorship of Events and Marketing (Limited Availability)
  - Exclusive Logo position on Photo Backdrop
- Exclusive Sponsorship of Social Video Posts pertaining to events and football and basketball game highlights
- Opt-In E-mail Database of Event Attendees

## Headliner Sponsorship \$10,000

- Naming rights for all events
  - Example: NebHSRecruiting YOUR NAME 7v7 Championship
- Persistent top right 300x250 positioning on NEBHSRecruiting.com Desktop and first 300x250 positioning on Mobile pages
- Industry Exclusive Sponsorship of Events and Marketing (Limited Availability)
- 500,000 ROS Banner Impressions on NEBHSRecruiting.com
- Opt-In E-mail Database of Event Attendees

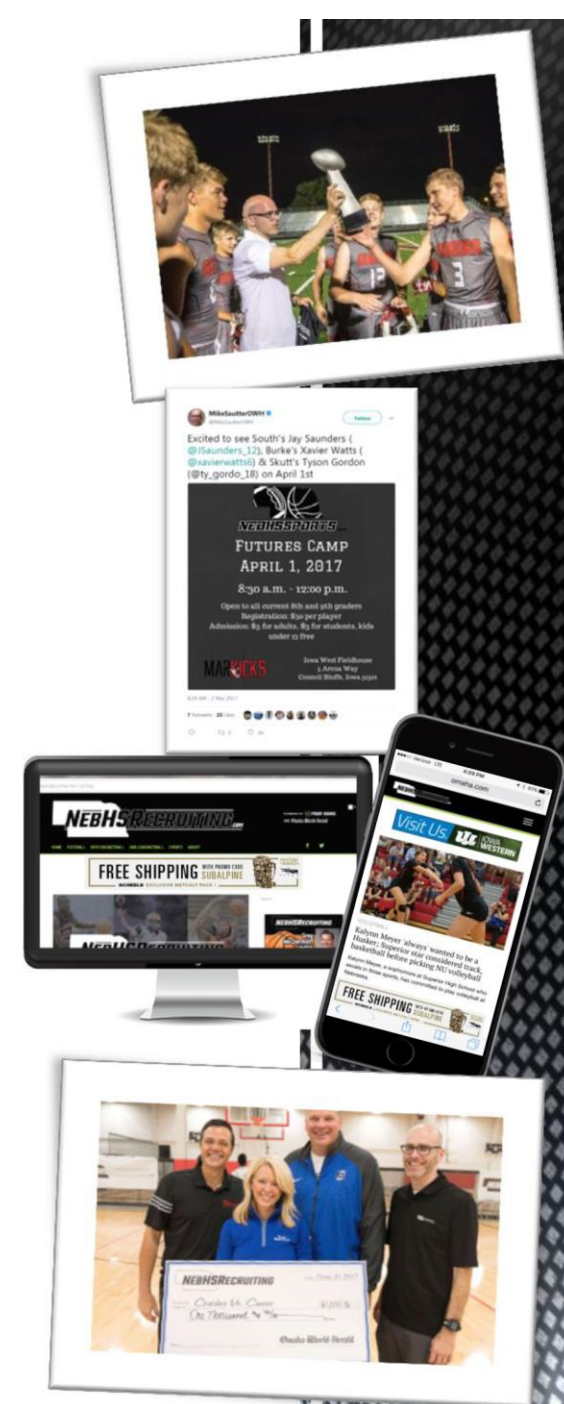
## All Event Sponsorship \$5,000

- “Presented-by” status for all events
  - Example: NebHSRecruiting “Headline Sponsor Name” 7v7 Championship Presented by “YOUR NAME HERE”
- Multiple sponsorship packages available, but each has industry exclusivity of events and marketing
- 500,000 ROS Banner Impressions on NEBHSRecruiting.com
- Opt-In E-mail Database of Event Attendees

Slide 2 of 2



**P2P INITIATIVE**





# The Palm Beach Post West Palm Beach, Fla.

## Sponsorship Campaign from the Revenue Department

The sponsor was Alert Today Florida. [The campaign](#) was to be associated with stories involving pedestrian safety, bicycle safety, walkability, outdoor activities, trains.



This required us to create a brainstorming session to see which stories we had written before that would qualify under these terms, which were worth updating, and new ideas. Of course we wanted to avoid the tail wagging the dog; the content had to be important/interesting/engaging to our readers. That way, they would be worth distributing on our platforms and channels. We would not distribute content that was not worthy of our audience. We work regularly with our revenue department, but the ethical line is still clear.

The campaign was worth north of \$300,000 and one of our most successful stories was one we wrote two years ago, then updated: The most dangerous intersections in Palm Beach County. Once we got the data and rewrote the story, we shared it on all our main platforms and channels. We then broke it down, and teased specific regions' most dangerous intersections and shared that on our more local platforms (our community Facebook pages and newsletters and reporters who cover those regions' Twitter accounts).

The campaign was so successful they are considering re-upping next quarter.



**P2P INITIATIVE**

Idea shared by: Tim Burke, publisher, The Palm Beach Post: [tburke@pblog.com](mailto:tburke@pblog.com)  
For more information, contact: John Bisognano, Senior Editor: [jbisognano@pbpost.com](mailto:jbisognano@pbpost.com)

## **Northern Virginia Daily Strasburg, Va.**

### **Automobile Reviews and Ads**

We have a retired auto reviewer for AAA who lives in our community. He will be doing a weekly review of an automobile. We will go to the local dealer for advertising that will run across the bottom of this feature page.

Mike Gochenour, Publisher  
Northern Virginia Daily  
(540) 465-5137 • [mgochenour@nvdaily.com](mailto:mgochenour@nvdaily.com)

# The Northern Virginia Daily



**P2P INITIATIVE**

**Join us again on Sept. 20:**

**“Creating a Digital Agency” is the subject of our next P2P video conference call.**

**Best practices and a sharing of great ideas!**

Thursday, Sept. 20, from 2-3 p.m. (EDT).

***Watch for information coming soon in the SNPA eBulletin and on SNPA.org***



**P2P INITIATIVE**