

Thriving in a Networked Age

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Innovation

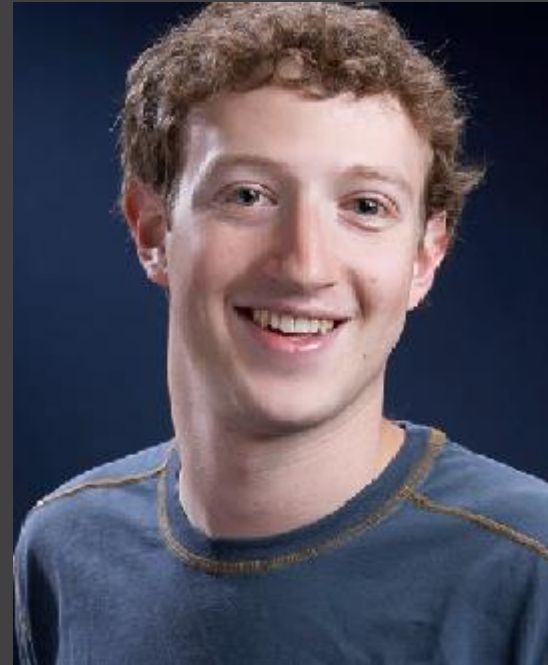
Inventor



Johannes Gutenberg

Entrepreneurship

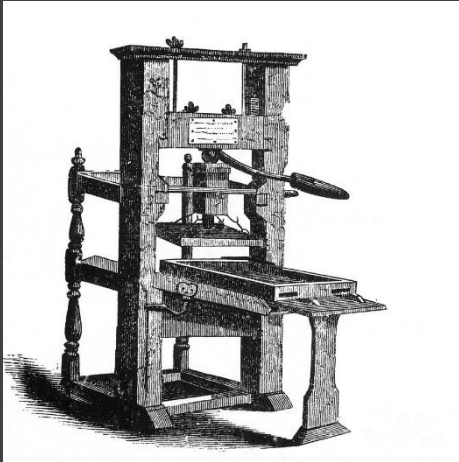
Networker



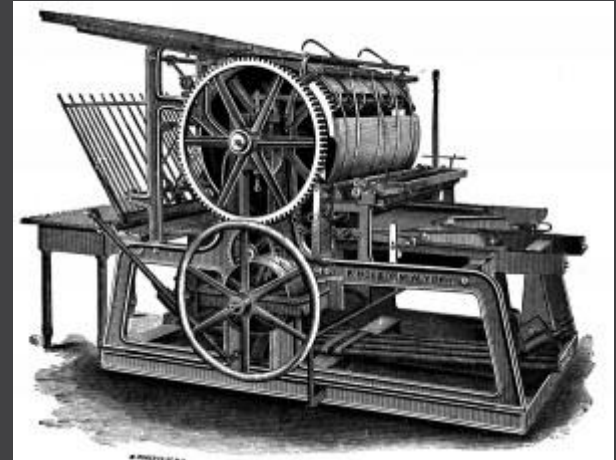
Mark Zuckerberg



Disruptive Innovation vs. Sustaining Innovation



Gutenberg Press



Steam-Powered
Rotary Press

Why it is important that community newspapers survive

Historically, community newspapers in the U.S. have:

- Set the agenda for debate of public policy issues
- Encouraged regional economic growth and development
- Fostered a sense of geographic identity



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The Key Question:

What must community newspapers do to remain relevant (and therefore profitable) in the digital age?

Disruptive Innovation

Cost Structure

Customer Base

Revenues



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Sustaining Innovation

Follow the Technology

Follow the Customer

Follow the Money



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Follow the Technology

Going digital is not about mobility, connectivity or the cloud. It's about the changed expectations of your readers and advertisers.

Key Questions: Follow the Technology

- **What do you know about how fast your readers' and advertisers' media habits are changing?**
- **What do they expect from you?**



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What Your Readers and Advertisers Expect

Readers expect newspapers to:

- Identify the main issues
- Help them live better
- Give them a sense of social and political identity

Advertisers expect newspapers to:

- Help them connect with consumers



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Follow Your Customers

- **Current readers remain loyal, but their habits are changing VERY quickly**
- **Advertisers are confused and searching**



Key Questions: Follow Your Customers

- **How many of your current readers and advertisers are loyal?**
- **Why are they loyal?**
- **What do they care about?**



Follow Your Customers



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Follow Your Customers

Realistically, no single news organization can produce all the news and information readers and advertisers want and expect... This leads to a new stage: **newspapers as networks.** -- Eli Noam

Follow the Money

In a networked age, the traditional separations of media diminish.

Key Questions: Follow the Money

- How well is your advertising serving the needs of your advertisers and readers?
- How will you make money in a networked world?

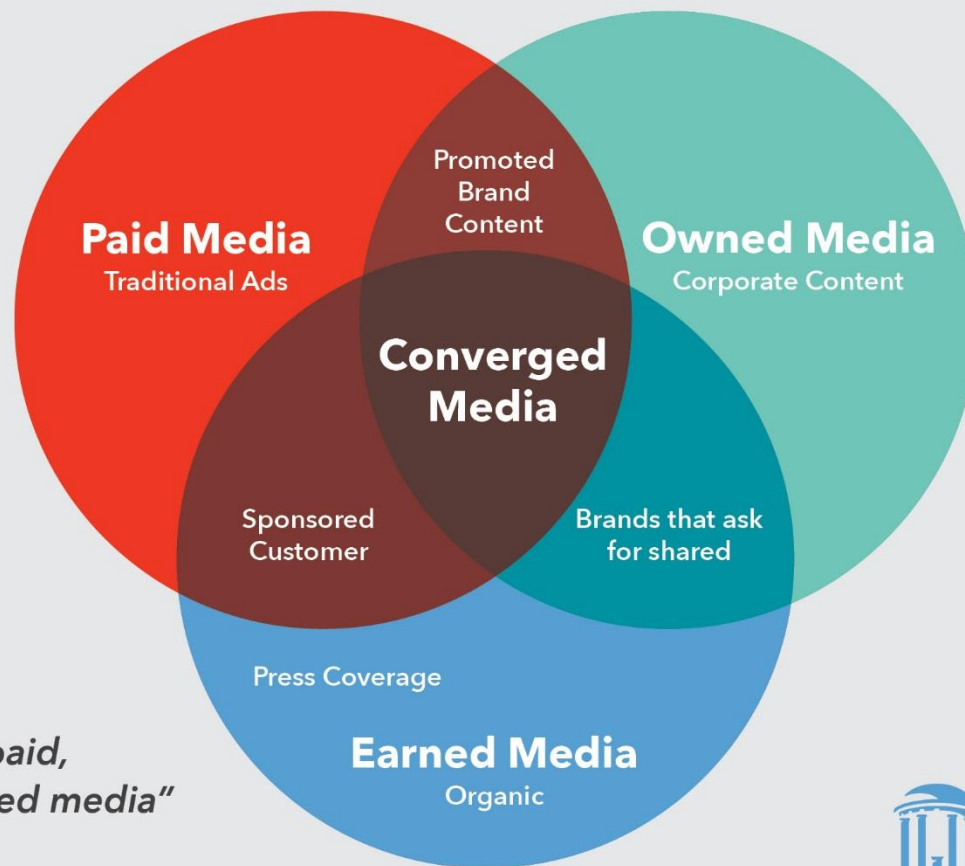


Follow the Money: The Various Uses of “Advertising”

- Create awareness of the need
- Create demand for a product
- Introduce a product
- Encourage purchase
- Put consumer and seller together
- Encourage re-purchase
- Differentiate an existing product
- Attribute more value to a product
- Reinforce loyalty with existing clients



Follow the Money: Merger of Marketing & Advertising



– J.Chaffey,
"A definition of paid,
earned and owned media"



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Conclusions:
It's tough keeping three plates spinning simultaneously.

SUCCESSFUL NEWSPAPERS ASK THE QUESTIONS:

Five years from now:

How will we look to our customers, employees and shareholders?

At what processes and procedures will we excel?



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Organize for speed and agility



Lead from the front

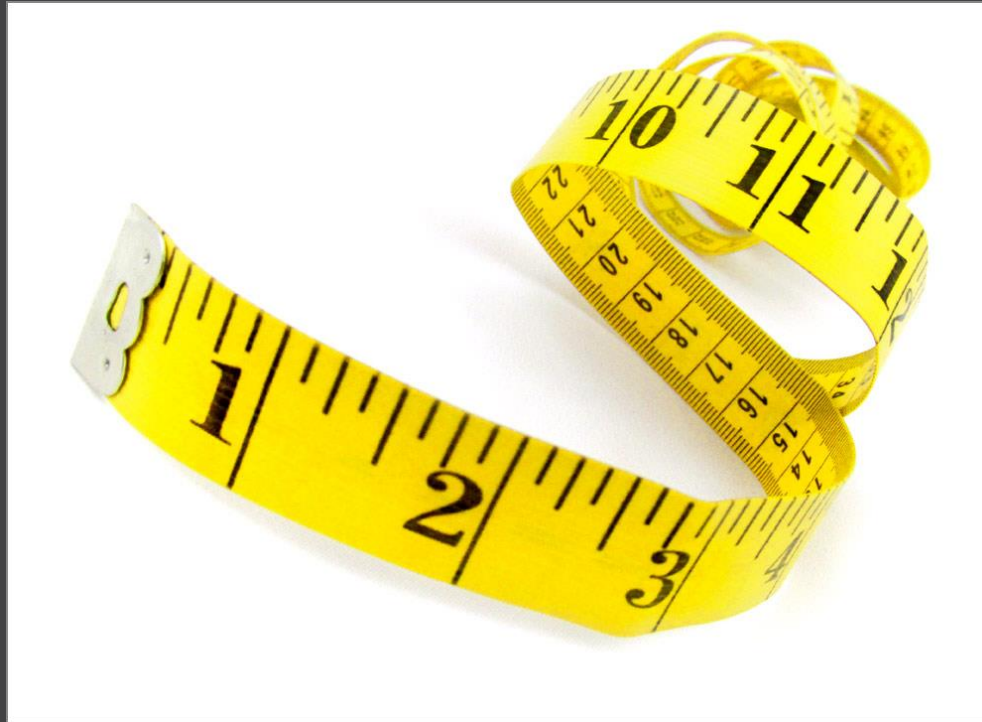


Bring in new talent



And give your prospectors the resources they need.

Measure and remeasure often



Create a culture that nurtures

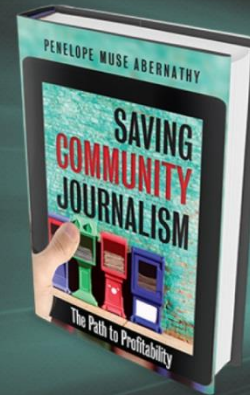


innovation AND entrepreneurship

**Never stop thinking about
tomorrow**



The big question:
**Who Will Save
Community
Journalism?**



USING THIS SITE



**JUST FOR
EDUCATORS**



WORTH CONSIDERING

Memorable quotes and insights

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BUY THE BOOK



WHAT'S NEW?

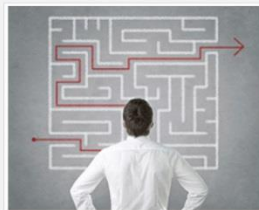
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INSTRUCTIONAL SECTIONS



Provides step-by-step guidance on creating new business and journalistic strategies for newspapers, as well as digital start-ups.



Explores how various news organizations are shedding legacy costs, reinventing local journalism and pursuing new revenue.



Recommends books, reports, blogs and other sources to help you and your news organization chart new strategies for the digital age.



Offers you an opportunity to engage with others through our blog, attend online and in-person events, and view our video library.

Penny Muse Abernathy

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