

Building
Your
Future

SEPTEMBER 10-12, 2017 | COLORADO SPRINGS

SNPA **INLAND**
PRESS ASSOCIATION

Joint Annual Meeting

CO-SPONSORED BY THE COLORADO PRESS ASSOCIATION

Welcome!

Joy Mayer;

Consulting Fellow, Reynolds Journalism Institute

Bob Provost;

Executive-in-Residence, NRBP

Chris Reen;

Publisher & President, Oklahoman Media Company

Tom Silvestri,

President & Publisher, Richmond Times Dispatch

Building Your Future Agenda:

Sunday:

- Branding
- Trust/Credibility
- Re-organizing Newsrooms
- Events & Digital Services

Monday Morning

- Getting Paid for Content
- Surviving Disruption
- Growing Print Volume

Monday Afternoon

- Monetizing Video
- Digital Agency Success
- Keeping Public Notices
- Sales Productivity
- Innovate for Success
- Building New Audiences

Tuesday Morning

- Washington Post
- Benchmarking Success
- 12 Revenue Building Ideas

BRANDING CULTURE:

*Develop a companywide
“Culture of constant learning
and constructive change...*

*...while creating “an environment that
celebrates success and acknowledges
individual achievement.”*

The process involved in creating a unique name and image for a product in the consumers' mind...

BRANDING

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

businessdictionary.com

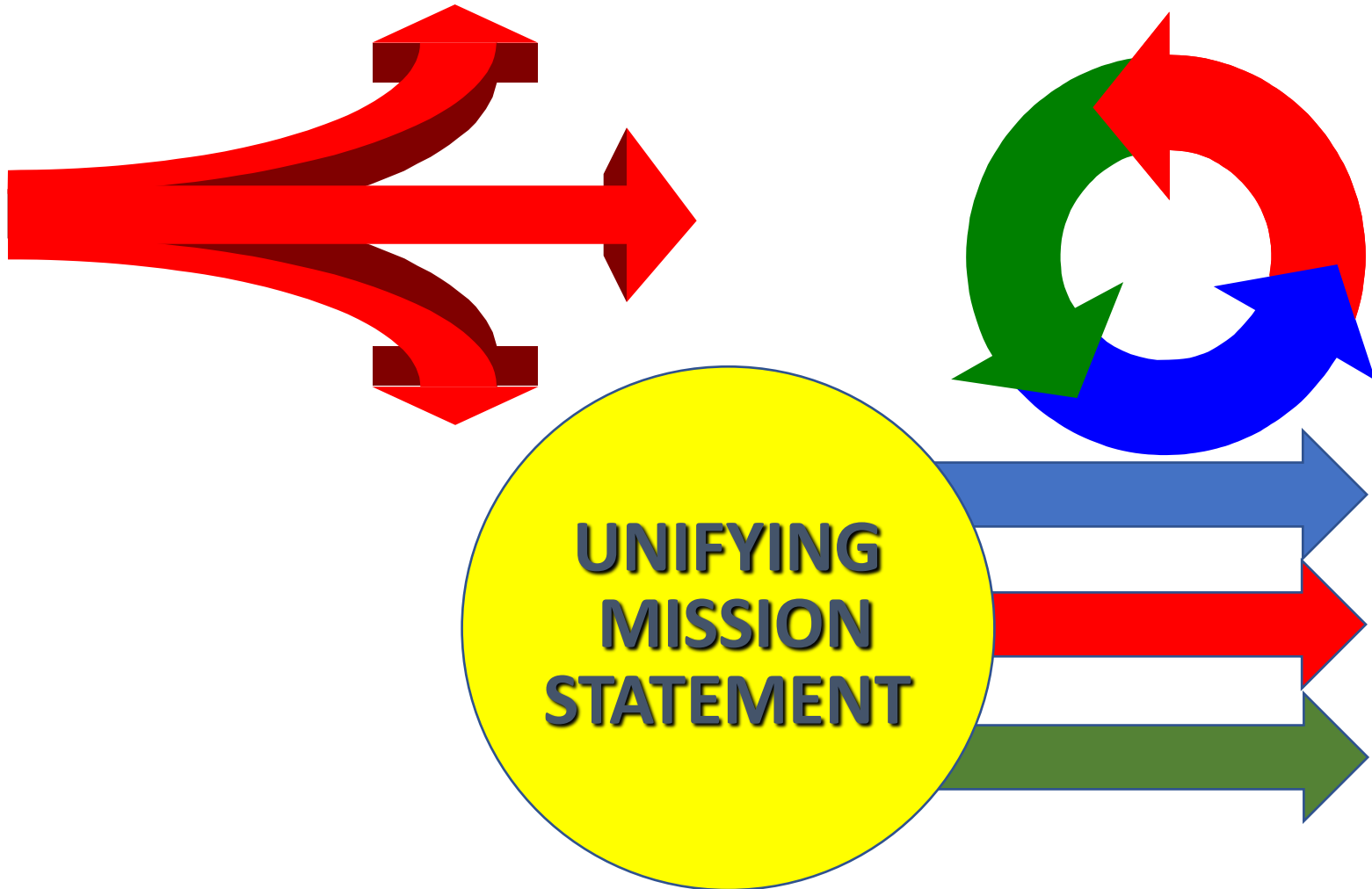
BRANDING GOAL

To maximize effective use of
resources across the entire
organization,
with the greatest net benefit to
the entire organization.

BRANDING REQUIRES

- *Unity of Purpose*
- *Cultural Compatibility*
- *Community/Customer Centricity*
 - *Engagement/Relationship Development*
 - *Brand Leadership*
 - *The Truth*

UNITY OF PURPOSE



ASPIRATIONAL * INSPIRATIONAL * MOTIVATIONAL

UNITY OF PURPOSE

“I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to earth.”

John F. Kennedy, 1960

GOOGLE * FACEBOOK * AMAZON

Everything Jersey

MISSION

The Star-Ledger, powering NJ.com, will be the pre-eminent producer, aggregator and disseminator of content for and about New Jersey residents, communities and businesses, on every delivery platform and in every media format economically and technologically viable.

BRAND COMMITMENT

Star-Ledger / NJ.com will strive to advance the standard and quality of life in New Jersey in both real and perceived terms in a manner consistent with our first amendment responsibilities.



BRAND LEADERSHIP

- Interdepartmental cooperation and pursuit of the overarching mission relies ultimately on *effective leadership* - from the top of the organization.
- Leadership attributes:
 - *VISIONARY*
 - *TEAMBUILDER*
 - *LIVING SYMBOL/STEWARD*
 - *BUCK-STOPPER*

Brand Leadership for Media Leaders:

Lessons Learned from General Patton

THE WORDS OF THIS FLAMBOYANT,
“COLORFUL,” CONTROVERSIAL BUT
INCREDIBLY EFFECTIVE LEADER WERE
IMMORTALIZED IN THE 1970 MOVIE
“PATTON”.

**CONGRESS SHALL MAKE NO LAW RESPECTING AN ESTABLISHMENT
OF RELIGION, OR PROHIBITING THE FREE EXERCISE THEREOF; OR
ABRIDGING THE FREEDOM OF SPEECH, OR OF THE PRESS;
OR THE RIGHT OF THE PEOPLE PEACEABLY TO ASSEMBLE, AND TO
PETITION THE GOVERNMENT FOR A REDRESS OF GRIEVANCES.**

First Amendment of the United States Constitution, adopted December 15, 1791

*“Knowledge will forever govern ignorance,
and a people who mean to be their own
governors, must arm themselves with the power
knowledge gives.”*

“...to inform and involve”

*A popular government
without popular information or the means of
acquiring it, is but a prologue to a
farce or tragedy or perhaps both.”*

James Madison

Build New/Non-Traditional Revenues While You Build Your Brand

Cause Marketing/Community Engagement:

- Living Smart (Literate Lifestyle Partnership)
- Jefferson Awards/Students-In-Action
- Promotional Grant Program
- Community Publishing Programs & Partnerships
 - Non-Profit Events/Annual Reports
 - School Newspapers/School Districts
 - Community Calendaring
- Communities of Interest
 - MUMA/Irish Times/Mumbai
 - Foodies (Munchmobile)
 - Women@Work



GO BEYOND MEETING EXPECTATIONS







The Six-Week Forecast: Legislative Leaders on What Comes Next

Tuesday, May 9, 2017
8:00 a.m. to 10:00 a.m.
Hearst Media Center
645 Albany Shaker Road

*Inside hallway of the new
Hearst Media Center*

*The Inaugural Event
at the New
Hearst Media Center*

SPEAKERS:



Carl Heastie
Assembly Speaker,
Democrat of the Bronx
First elected to the Assembly in 2000,
Heastie became the first African-American to
serve as Speaker of the Assembly by vote of
his colleagues in February 2015.



John Flanagan
State Senate Majority Leader,
Republican of Long Island
At age 25, Flanagan was elected to the
Assembly, succeeding his father; he was
elected to the Senate in 2002, and became
the chamber's majority leader in May 2015.



Casey Sailer
(Moderator)
State Editor, Times Union
Sailer leads the Times Union's capital bureau
and is co-host of the weekly public affairs
program "New York Now," co-produced by
WMHT and the Times Union.

Join state Assembly Speaker Carl Heastie and Senate Majority
Leader John Flanagan for a discussion of the issues that will
define the final weeks of the 2017 legislative session.

AGENDA

8:00-8:30 a.m. Registration, Networking & Continental Breakfast

8:30 a.m. Welcome
Rex Smith, Editor, Times Union

8:45 a.m. Program

10:00 a.m.

Register online:
capitolconfidential.eventbrite.com

Questions about the event? Call (518) 454-5479 or
union.com

ERIC MOWER + ASSOCIATES

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Albany Democratic Mayoral Primary Debate

Tuesday, August 29, 2017
7:00 p.m.

Hearst Media Center
645 Albany Shaker Road



Frank
Commisso Jr.
Common Councilman



Carolyn McLaughlin
Council President



Kathy
Sheehan
Mayor



Capitol Confidential has invited Democrat mayoral candidates Comn Councilman Frank Commisso Jr., Council President Carolyn McLaughlin and Mayor Kathy Sheehan to participate in a debate at 7 p.m. Tuesday, Aug. 29, at the Times Union's new Hearst Media Center. Casey Seiler, the Times Union's Senior Editor for News, will be the moderator.

Questions will be posed by Jay Jochowitz, the Times Union's Editorial Page Editor; Ian Pickus, News Director for WAMC Northeast Public Radio; and Elisa Streeter, WTEN-News10 Anchor.

**Check-in for the debate begins at 6:25 p.m. Doors close at 6:55 p.m.*

Register online:
capitolconfidential.eventbrite.com



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Questions about the event?
Call (518) 454-5479 or
email sfromma@timesunion.com



9/8/2017 Excelsior College Council Chairs Training

9/13/2017 TU W@W Breakfast

9/13/2017 TU Client Meeting - Yankee Trails

9/14/2017 Albany Guardian Society

9/15/2017 NY Bicycling Coalition

9/18/2017 UnitedHealthcare Medicare Solutions

9/25/2017 TU Leadership Series Luncheon with Ualbany President

9/26/2017 TU Eastern New York Coalition of Automotive Retailers,

9/26/2017 Women in Development of Northeastern New York

9/27/2017 New York State Department of Transportation

9/27/2017 TU/Albany Medical Center HealthyLife Seminar

9/26/2017 Albany County Convention Visitors Bureau

10/3/2017 TU Capital Region Gives Finale

10/4/2017 TU CapCon Constitutional Convention