



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



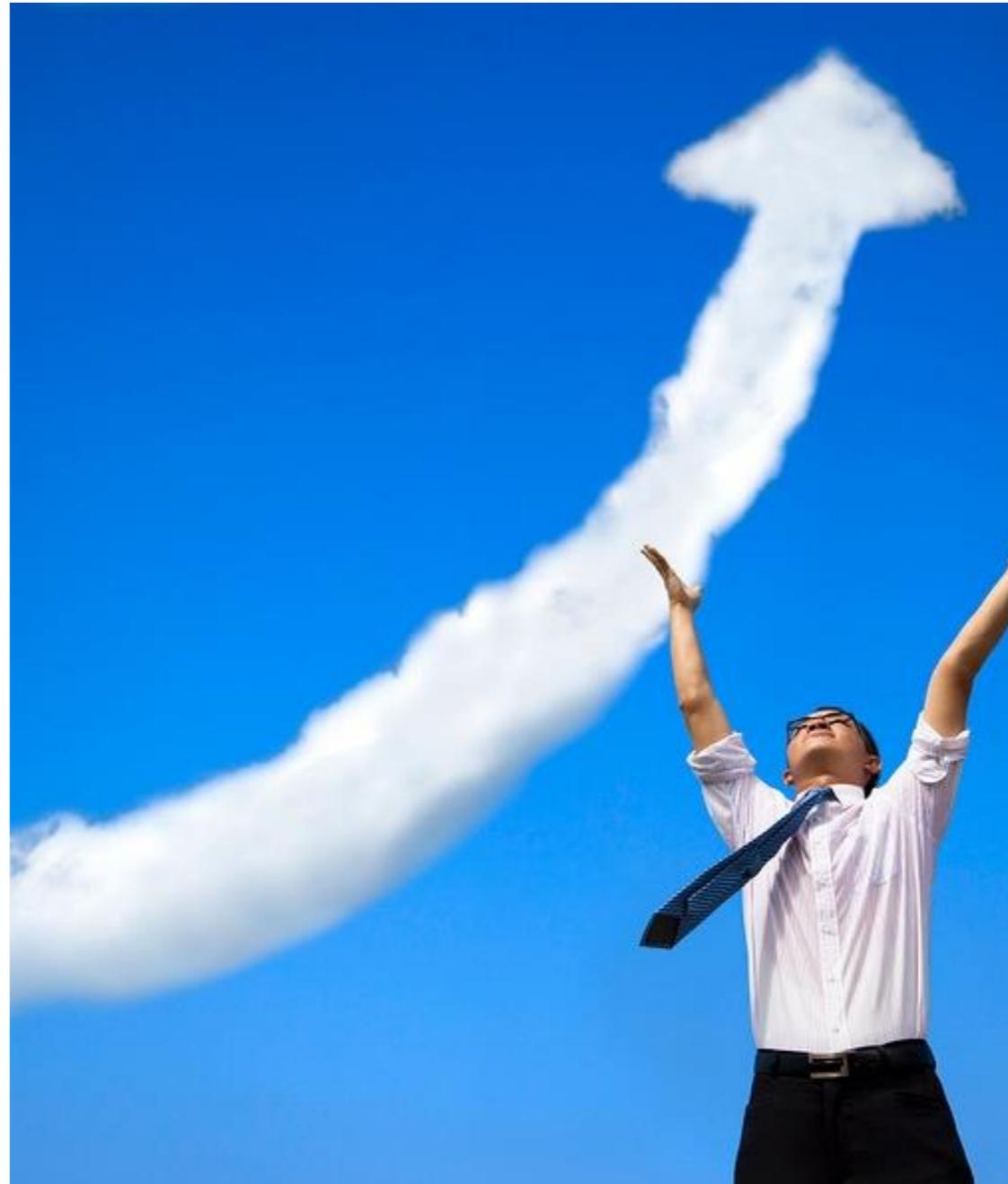
AM Radio



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

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

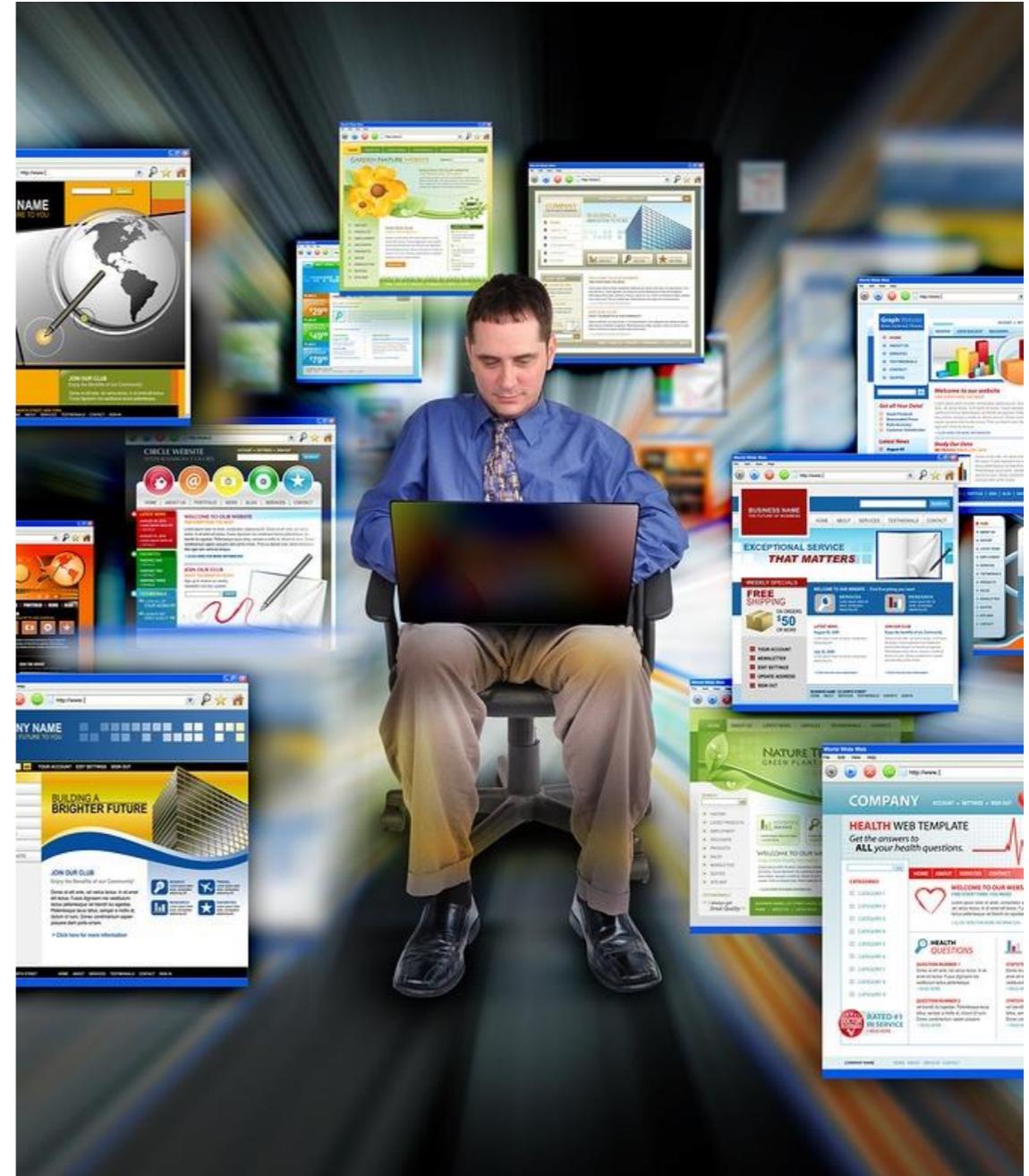
Capital Times



- 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

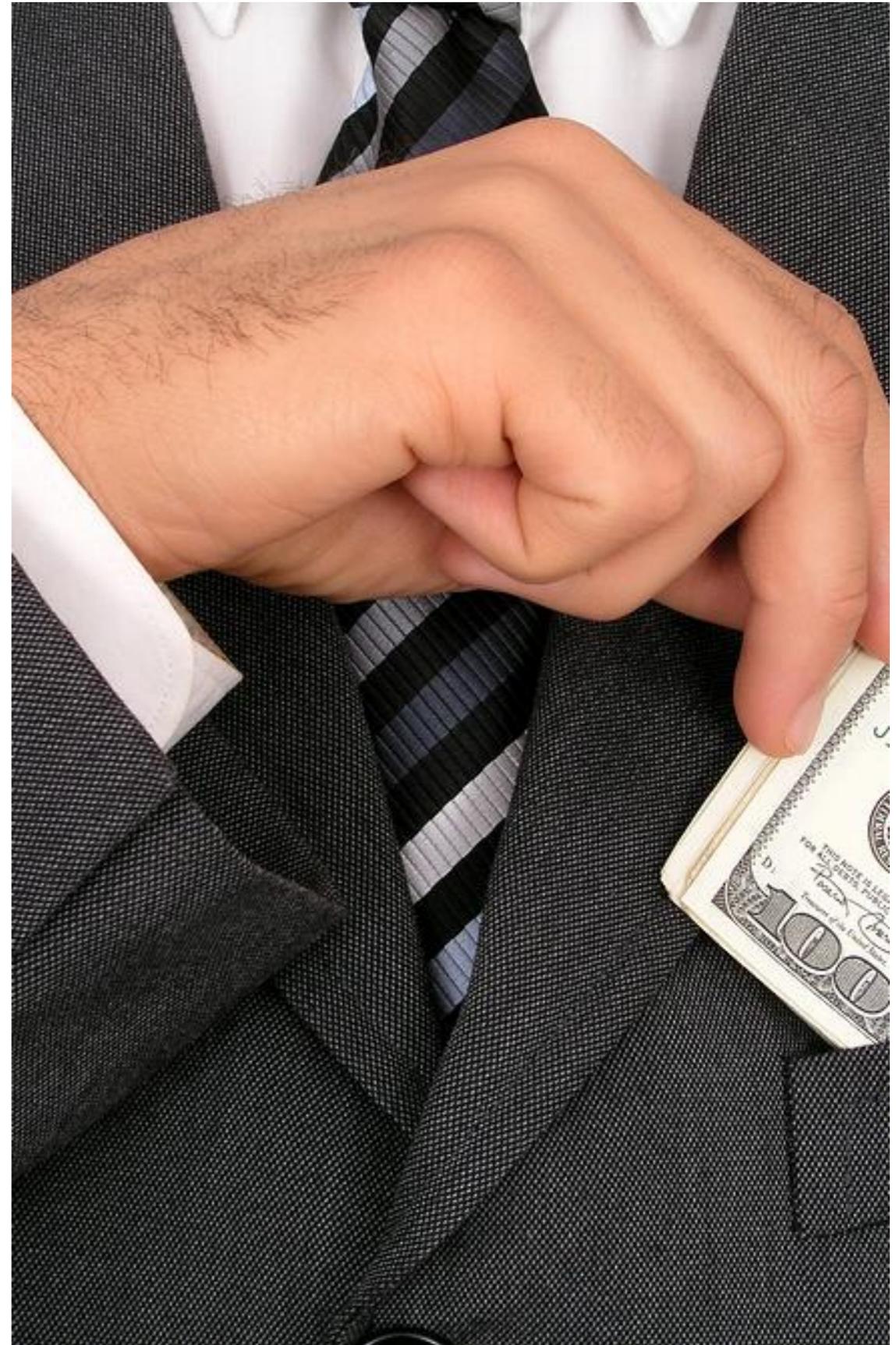
34 million followers



DJ Skrillex

20 million Facebook fans

**Influence is the
New Currency**





Austin Bat Fest



NASCAR



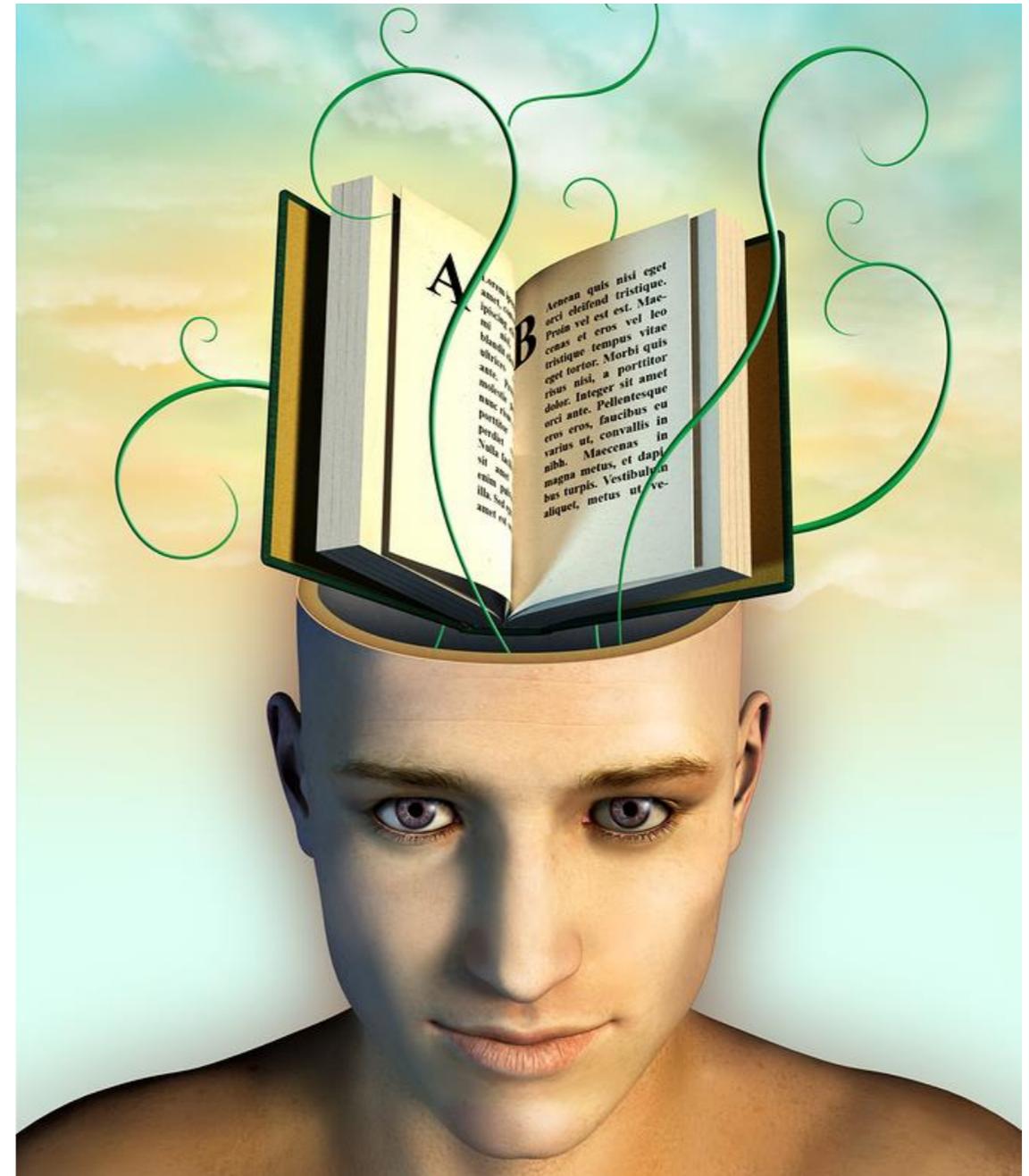
Creative Brainstorming

“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



