

Innovation Award



KEY
EXECUTIVES

Mega- Conference

Solutions, Success Stories
and New Ideas

Sponsored by Inland Press Association, Local Media Association, the Southern Newspaper Publishers Association and News Media Alliance

Deadline for entries is 11 p.m. (Central) on Tuesday, January 15, 2019

There is NO entry fee.

Please complete those questions below that pertain to the innovative idea that you are nominating. After completing your entry, please email this document to cindy@snpa.org. Thank you!

Newspaper or company name: Statesman Studio

Address: 305 S. Congress Ave

City: Austin

State: TX

ZIP: 78704

Entry submitted by: Dan Hanrahan

Title: Statesman Studio Director

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NEW REVENUE CHANNELS

What new product(s) or approaches have you introduced in the past 3 years that is/are making a significant difference in your business model today or is expected to significantly alter your business model in the near future? In addition to a description of your products or approaches, please provide links to showcase examples. If you would prefer to mail 10 printed samples, email cindy@snpa.org for the mailing address. (300 words or less, suggested)

In the summer of 2016, Austin360 (the entertainment branch of Statesman Media) launched a live video concert series – STUDIO SESSIONS. The goal was to combine the skills of our video staff (editorial and marketing working together), put out renovated in-house video studio to use, bring audiences together around music (we are the Live Music Capital of the World, after all) and sell sponsorship. We have done all of that, and we're just getting warmed up.

www.austin360.com/studiosessions

<https://vimeo.com/statesmanstudio/review/311325704/44df6c76d6>

(password: studio)

BUSINESS MODEL TRANSFORMATION

Digital Revenue:

My digital revenue was 24 percent of my TOTAL REVENUE over the past 12 months.

Digital revenue at my company grew 8 percent this past year over the previous year.

NON-CORE REVENUE

Have you diversified your revenue in other ways beyond print and digital, such as events or agency services (PR work, logo development, competitive media placement, etc.)?

Yes

No

If yes, what percentage of your total advertising revenue comes from these streams? 13

What do you expect it to be in three years? 20

Please provide any additional details or comments that you would like the judges to consider (300 words or less, suggested).

AUDIENCE DEVELOPMENT

Please describe any innovative audience approaches your company has taken that has allowed your company to reach more readers, new audience segments (for example: Millennials, sports fanatics, etc.)

or improve subscriber engagement. How has this impacted subscriptions, open rates, social shares or total audience? (300 words or less, suggested)

One thing we can all agree on? Good music. The Austin360 Studio Sessions launched a half-hour live music concert series (simultaneously broadcast on our Austin360.com page and via Facebook Live) in July of 2016. Forty-eight episodes later we have a \$60k annualized sponsor. In 2018 alone, Austin360 Studio Sessions garnered 479,069 views, 300,309 minutes viewed, 10,690 likes, shares & comments reaching 968,925 people. Each episode is averaging 29K views on Facebook, 18K minutes viewed and 668 likes, shares and comments. The Austin360.com Studio Sessions webpage featuring all of the videos, including major name artists such as Joy Williams (formerly of the Civil Wars), KT Tunstall, Alesia Lani, Coast Modern, Koe Wetzal and more had over 1,540,000 page views in December 2018. Per viewer request we even created a Studio Sessions "playlist" on our Austin360 Facebook page so people can quickly access the episodes. We plan to launch a podcast and a streaming digital radio station of our previously recorded and future episodes next.

SALES & MARKETING APPROACH

Which of the following applies most to you?

We have trained all sales executives how to sell digital products.

We have a separate staff to sell digital and/or new initiatives.

We have specialized people who sell the complicated stuff and help the rest of the staff sell our new and/or digital product mix.

Please describe any innovative sales and marketing approaches you have taken that have helped your company improve the trajectory of your revenue (300 words or less, suggested)

ORGANIZATIONAL & COMPANY CULTURE TRANSFORMATION

Please describe how your company has changed its organizational structure, work environment and/or rewards to encourage innovation. (300 words or less suggested)

It truly starts with hiring the right, non-traditional talent where a majority of agency team members come from agency space and from a salesforce perspective, we look to hire leaders that have strong digital acumen. Most traditional media companies understand that digital alone will not get us to the "promised land" so as a company, we consistently speak to our third revenue stream which consists of podcasts, online streaming radio, experiential marketing, events, and creative & media agency services. Our parent company, GateHouse, understands us as well as anybody while they're launching solutions such as UpCurve, and making various acquisitions including events companies like Rugged Events.