

The Positive Story for Your Newspapers Today

Suburban Newspapers of America

Presented by Larry Maynard

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About Larry Maynard

- A 40 year newspaper and advertising executive
 - 25 years with Copley Newspapers
 - 7 years in senior positions with Newspaper Services of America
 - 8 years working and consulting with more than 200 newspapers
- All of this has given me a unique perspective of the operational, sales and advertising buying process
- Today we'll discuss
 - The true state of the industry
 - What are the unknown strengths each newspaper has
 - How to better sell on those values and strengths

The Positive Story for Your Newspaper Today

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- Your business has changed dramatically, and continues to change
 - Your advertisers business has changed dramatically, and continues to change
 - Your readers information needs and time usage have changed dramatically, and continue to change

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- ***But let's keep those changes in perspective!***
 - With all due respect to who I'm about to mention:
 - We're not in trouble like:
 - General Motors
 - Citibank
 - The banking industry
 - Broadcast television
 - ***No bailout or clunker references for us!***

The Positive Story for Your Newspaper Today

- Each of our products has many strengths, though some of us may have lost sight of them
- Though it is evolving, the foundation of our business is very strong
- Our goal today is to review what we do very well, and certainly better than anyone else

For Your Advertisers and Readers

- Your newspaper and online products have:
 - The strongest brand equity in your markets
 - The longest and strongest relationships with advertisers in your markets
 - The most local, regional and national advertising of any sales channel
 - The longest and strongest track record of proven performance for advertisers of any sales channel
 - The most local and regional news of any information channel
 - Audited, verified audience reach
- ***No other media comes close!***

Yet here's an interesting question

- What perception of the newspaper industry:
 - Do your advertisers have?
 - Do your readers have?
 - Do you have?
- How can we better communicate what is real and what is perception?

Why are we speaking today?

- *Let's burst the biggest bubble first!*

The Reported Imminent Demise of the Newspaper Industry

- How long has our industry been hearing this?
 - First reported in the 1930's with the advent of radio
 - Then reported in the 1950's with the launch of broadcast television
 - In the 1980's with the expansion of cable TV
 - In the 1990's when we welcomed the internet
 - In the past three years Linked In, Facebook, My Space, Twitter
 - **AND** ... something new is being developed today as we speak
- Yet newspapers continue to be successful businesses (*though admittedly not as successful as in recent years*)
- You think your competition has increased?
 - In 1980 the average U.S. home received 4 TV channels
 - Today the average U.S. home receives more than 125 TV channels

The Reported Imminent Demise of the Newspaper Industry

- ***I strongly believe our demise is not forthcoming!***
 - More than 50 million consumers make a conscious decision to purchase a newspaper every Saturday/Sunday
 - Every week more than 400 million people decide to purchase a daily or weekly newspaper
 - Each week millions more anxiously await delivery of their free newspaper

The Reported Imminent Demise of the Newspaper Industry

- Let's say your newspaper's circulation is 20,000
 - Question: how many of your local businesses would love to sell 20,000 of whatever it is they sell to their customers today ... and tomorrow ... and the next day?
- *There is no other consumer/provider relationship of this magnitude ... for any product or service ... throughout history*

The Reported Imminent Demise of the Newspaper Industry

- *How can you find out if your portion of the industry is dying?*

How Consumers View Newspapers

- Today's consumer lives in an '*opt out*' world
 - Channel surfing
 - Commercial-free programming
 - Video-on-demand
 - Satellite radio
 - National Do Not Call list
 - Web ad blockers
- Newspapers remain an '*opt in*' consumer choice
 - More than 50 million make the choice every Saturday/Sunday
 - More than 400 million make 'opt in' choices every week
 - Millions more make the 'opt in' choice to read a free newspaper
 - Every day thousands more make the 'opt in' choice to make their first visit to a newspaper website

Source: *Opt Out, Opt In* from The NAA 'Value of Newspaper Media' Report

Our New Approach Starts Today!

- We need to start with (*insert your favorite term here*)
 - A blank piece of paper
 - An out of the box approach
 - An open book
 - Our potential is only limited by our (blah, blah ...)
- We will not succeed if we are held back by historical baggage, perceptions, etc.

Our New Approach Starts Today!

- *To succeed we must consider the current business landscape and adjust to meet today's business opportunities and challenges*

- *To succeed we must stop talking about what we don't do as well as we once did, but rather talk about what we do today very well and in many cases better than anyone else*

Our New Approach – For Readers

- What do your readers know about the news your newspaper provides?
- Do you assume they are aware of the large amount of meaningful and relevant information you provide to them?
- Do you expect new readers to 'figure it out'?
 - Other media are more direct in communication the message they want consumers to have

Our New Approach – For Readers

- **TV news** – why is it perceived to be strong
- Because they aggressively and consistently say so
 - Upcoming stories thru in-show lead-ins (news at 10:00)
 - ‘Don’t miss us tomorrow morning because we’re covering (story name)’
- What is the reality of their strength?
 - How many reporters does your local TV station have?
 - How much local content do they generate?
 - How many stories are covered in a 30 minute newscast?
 - How many choices are available?
 - Surfing hundreds of channels
 - DVR to skip commercials and shows
 - DVD’s, VCR’s, etc.

Our New Approach – For Readers

- **Radio news** – where does it come from?
- In most cases it comes from the local newspaper, wire services, etc.
- What is the reality of their strength?
 - How many reporters does your local radio station have?
 - How much local content do they generate?
 - How many individual (not repeat) stories do they run each day?
 - How many radio station choices are available?
 - Channel surfing, satellite radio, I-pods, etc.

Our New Approach – For Readers

- **Online news** – what is the perception of online news (from non-newspaper websites)
 - It's Free!
 - You can search for anything you want
 - The amount of information is unlimited
 - And, by the way, when you connect with us we're going to intrusively attack you with pop-up ads, plant cookies to find your sensitive information, re-sell your information to other companies, etc.
- And what about credibility on non-newspaper sites?

Our New Approach – For Readers

- **News from newspapers (print and online)**
 - 2010 NAA research study shows local newspaper websites rank first among all online sources for:
 - Trustworthiness and credibility for news
 - The most trusted source for online advertising
- Newspaper remain the 'opt in' choice
 - If a consumer misses a TV or radio newscast, do they call to complain?
 - If a TV or radio newscast isn't given, or is pre-empted, do consumers call to complain?
 - What happens if your newspaper isn't delivered? They call.
 - And if someone does call what do we do? We deliver another copy.
- ***Now there's a value statement that no other medium can claim!***

Our New Approach – For Readers

- **News from newspapers**
 - You have the most reporters
 - You generate the most local content – *by far!*
 - Throughout history newspapers have played a vital role as a consumer advocate with a balance on:
 - Highlighting positive accomplishments
 - Uncovering stories about problems that if left unchecked would continue and grow
 - Acting as the trusted watchdog of consumer interests
 - ***No one provides more information on local government, local schools, local sports, local people, than your newspaper!***

Our New Approach – For Readers

- So, let's start marketing our strengths and value
- But keep in mind you can't focus on
 - What you don't do
 - What you don't do as much of as you used to
- Focus on what you do well, what you do better than anyone else
- You may find that list is much longer than you think

Our New Approach – For Readers

- Why not note on page 1 of each issue the number of stories in that edition, with a separate number for local stories
 - You may be surprised at the number – *high or low*
- Why not use more leads every day in the newspaper
 - See tomorrow's paper for (story name)
 - See this weekend's paper for (story name)
 - ***Tell them what they'll miss if they don't read tomorrow***
- Why not use more leads from your website to your newspaper, and newspaper to your website
 - Generally for key features and stories
 - For print-only content, breaking online content
 - For breaking news 'see tomorrow's paper for the complete story'

Our New Approach – For Readers

- Be proud of what you do
- Be proud of the large amount of the information you provide
- Be proud of the high quality of information you provide
- Be proud to remind people of this every day

Our New Approach – For Advertisers

- ❑ As a consultant I've worked with more than 200 daily and weekly newspapers
- ❑ As a senior manager at NSA I saw hundreds of newspaper sales presentations
- ❑ The successful newspapers sell on their strengths and value that directly relate to each individual advertiser's needs
- ❑ We need to do the same for our subscribers and readers

Our New Approach – For Advertisers

- ❑ Unfortunately not enough newspapers are doing this today
- ❑ All newspapers are being punished for being under the *'industry is dying perception' umbrella*
- ❑ For a relatively few this is true, but the majority of newspapers are strong and vibrant, *still able to deliver customers and sales to their advertisers, and information to their readers, that no other sales channel can do!*

Our New Approach – For Advertisers

- How can you change that perception?
- By identifying your key strengths and then shouting them from the rooftops
- ***Every newspaper has positive statements about their product they can tell - what are yours?***
 - On page 1 note the number or location of the following ads:
 - Recruitment/help wanted
 - Real estate
 - Automotive
 - Local (more than XXX ads in today's paper to save you money!)

Our New Approach – For Advertisers

- ***Do you want to find out what advertisers really think about how your newspaper impacts their sales and customer traffic?***

Our New Approach – For Advertisers

- Circulation and Advertising
 - If your circulation is down you still provide more coverage, value and strength than any other media in your market
 - ***Don't compare to before! Just talk about what you do today!***
 - Prepare a coverage and rank analysis by zip code
 - Your newspaper is #1 in XX% of the zip codes it covers overall
 - Your newspaper is #1 in XX% of the zip codes in it's primary area
 - Your newspaper is the only one published in your market that is audited
 - ***You can change the perception by quoting the reality***

Zip	HH's	City/town	Your Newspaper			Competitor A			Competitor B			Competitor C		
			Circ	Cov %	Rank	Circ	Cov	Rank	Circ	Cov	Rank	Circ	Cov	Rank
1	187	H	130	69.52%	1	-	0.00%	-	0.00%	-	0.00%	-	0.00%	-
2	373	P	219	58.71%	1	-	0.00%	-	0.00%	-	0.00%	-	0.00%	-
3	10,074	V	5,846	58.03%	1	304	3.02%	2	-	0.00%	13	0.13%	3	
4	8,478	AA	4,335	51.13%	1	27	0.32%	2	-	0.00%	-	0.00%	-	
5	3,187	T	1,425	44.71%	1	-	0.00%	-	0.00%	85	2.67%	2		
6	784	DD	341	43.49%	2	475	60.59%	1	-	0.00%	-	0.00%	-	
7	240	C	98	40.83%	1	-	0.00%	-	0.00%	-	0.00%	-	0.00%	
8	1,230	Z	420	34.15%	1	-	0.00%	-	0.00%	367	29.84%	2		
9	283	N	72	25.44%	1	-	0.00%	-	0.00%	-	0.00%	-	0.00%	
10	191	R	47	24.61%	1	-	0.00%	-	0.00%	-	0.00%	-	0.00%	
TOTAL S	xxxx		xxxx	xxxx		xxxx	xxxx		xxx	xxx		xxx	xxx	

Our New Approach – For Advertisers

- What are your reader loyalty factors
 - If paid, what percent of circulation is individual paid
 - Home delivery, single copy and mail
 - The perception is newspapers are delivering more copies for free – is this true for you?
 - If free, what percent of the market regularly accepts your newspaper (i.e. hasn't opted out)
 - This is a statement to the consumer's desire for your product
- ***And don't compare to before! Just talk about what you do today!***
- ***You can change the perception by quoting the reality***

Our New Approach – For Advertisers

- Circulation and Advertising
- If you are audited sell on the strength of your circulation, delivery and readership verification
- ***And don't compare to before! Just talk about what you do today!***
- Whatever the numbers are, you have nothing to hide

Our New Approach – For Advertisers

- For ads and appear in print and online, in most cases the aggregate audience has never been larger ... *or younger*
- In most cases you carry more ROP ads every day (local, classified, auto, real estate, recruitment, majors, national) than anyone else
 - Shows advertiser confidence, assumes sales performance, etc.
 - What percent use your newspaper exclusively
 - Use these numbers to sell
- In most cases you carry more pre-printed inserts than anyone else
 - Shows the most sophisticated media buyers choose your pub
 - Which ones use your paper; which one are exclusive
 - Make a list and include it in your sales presentation
- *And don't compare to before! Just talk about what you do today!*

In Closing

- Like many industries
 - Newspapers are being challenged to improve their products and services at unprecedented levels
 - Some newspaper companies have been severely punished for what became poor financial business decisions
- However, unlike many industries
 - Newspapers continue to sell hundreds of millions of their product – every week
 - Newspaper credibility is not being questioned
 - Newspaper customer loyalty is unmatched for:
 - Readers
 - Advertisers

In Closing

- Every newspaper has value in some areas that exceeds it's competitors
- We're in the reporting, story telling business
- Your newspaper has a great story to tell – *about itself!*
- With some relatively simple changes in how we view ourselves, and in turn market ourselves, we can significantly improve our success results

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