



**Mega Summit East
2019**

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Assumptions

- Future of Content Delivery is Digital – **NOT PRINT**
- Demographics of Print Audience Revenue Not Good
- Print Advertising Revenue to Remain Challenged
- Digital Revenue **WILL NOT** Offset Print Losses
- New Non-Print & Digital Revenue **MUST** be Found
- Most Don't Have the Digital Scale to Win This Way
- Print Model Must Adapt to Survive

A black and white photograph capturing a moment on a hockey bench. In the center, a man in a light-colored polo shirt and dark tie, identified as Herb Brooks, is looking intently towards the left. He is surrounded by hockey players wearing dark jerseys and helmets. The player in the foreground has a white star on his jersey and the word "CANADIAN" visible on the sleeve. The scene is set in a locker room or on the bench during a game.

**"GREAT MOMENTS ARE
BORN FROM GREAT
OPPORTUNITIES."**

- HERB BROOKS

**To Capture The Victory - You
Must Understand The Future!**



**FUTURE
TRENDS**

Who Will Feel The Next Recession Worst?

- * Retail Sq. Feet Per Consumer in U.K. = 13
- * Retail Sq. Feet Per Consumer in Canada = 22
- * Retail Sq. Feet Per Consumer in U.S. = 42

Retail Space Has Grown 5X

Faster Than Retail Sales!

Let That Sink In!

Seismic Societal & Demographic Shift Underway

Boomers

(Have The Dollars, They Are Retiring or Preparing For Retirement)

Millennials & Gen X

(Much Less Materialistic & They Seek More Interaction And Community)

Emerging Shopping Patterns



- Sense of Community
- Retail is About Experiences
- People Want Less
- Hassle to Millennials
- GenX needs to be stimulated
- 1984 = 6.7% HH \$ on Apparel
- 2016 = 3% HH \$ on Apparel
- Retail paired w/Restaurants

PLACE Becoming More Important Than PRODUCT!



Humans Retain When

- **10%** of what we read
- **20%** of what we hear
- **30%** of what we see
- **60%** of what we hear and see
- **70%** of what we say
- **90%** of what we do *(Experiences)*

The Ultimate Battle Field Main Street Vs. Wall Street



**For News-Media and
Businesses
It's All About LOCAL**



Education is Power!

\$1.00 Spent w/chains = \$0.10 Tax Revenue

\$1.00 Spent w/locals = \$0.40 - \$0.70 Tax Revenue

1 Million Spent w/chains = \$100,000 Tax Revenue

1 Million Spent w/locals = \$4-7,000,000 Tax Revenue

10 Million Spent w/chains = \$1,000,000 Tax Revenue

10 Million Spent w/locals = \$4-7,000,000 Tax Revenue

Being Local is A Key

- Wall Street is Destroying Our local Main Streets Which Weakens Local Media.
- Wall Street Doesn't Support Local Media
- Communities Can Support Local Media (*what's in it for them*)
- Be Community Advocates, be their Champions
- Ability to Tap into Local/Regional Tourism Dollars
- Capture Chamber, Main Street, Local Government Dollars By Being Their Champion.

What if You Helped Local Business To Win

- Build Your Brand through Local Businesses
- Local Marketing Machine for Local Businesses
- Cross-Promotion with Local Businesses
- Strength of Collaboration with Local Businesses
- Build Your Community with Local Businesses
- Build New & Local Revenue Stream
- Strengthen the Shop Local Mentality

Hyper-Local Loyalty Campaigns

The image shows a page from 'The Downtown Voice' newspaper, dated June 2017. The page is filled with various sections and advertisements. At the top, there is a logo for 'The Downtown Voice' and a small map of downtown Birmingham. The main headline is 'The Heart and Soul of Our Community!'. Below this, there are several columns of text, including a 'Mission Statement' and a 'Staff' list. A central graphic features a computer monitor displaying a website and the text 'Main Street Buzz'. To the right, there is a 'Main Street Buzz' section with a list of items. At the bottom of the page, there is a large banner titled 'HOW SHOPPING LOCAL CAN SAVE OUR COMMUNITY' with statistics and a small image of a storefront.

The Downtown Voice
BIRMINGHAM, ALABAMA
June 2017

The Heart and Soul of Our Community!

MISSION STATEMENT
The Downtown Voice is a non-profit organization dedicated to promoting and supporting the downtown Birmingham community. We provide a platform for local businesses and organizations to share their stories and connect with the community. Our goal is to foster a sense of pride and ownership in downtown Birmingham and to ensure its long-term success.

STAFF
Editor: [Name]
Publisher: [Name]
Advertising Manager: [Name]
Business Development: [Name]
Community Outreach: [Name]

Main Street Buzz

NEW DOWNTOWN BUSINESSES IN PAST 12 MONTHS

- 12 New Restaurants
- 8 New Retail Stores
- 5 New Service Businesses
- 3 New Entertainment Venues
- 2 New Office Buildings

HOW SHOPPING LOCAL CAN SAVE OUR COMMUNITY

SAVING AND BUILDING BIRMINGHAM: 22% INCREASE IN GDP

- 4-7x** More jobs per dollar of sales
- 50%** More tax revenue per dollar of sales
- 1** More jobs per dollar of sales

OTHER STRATEGIES



Easy Event Strategy

- Only Need 1 Dedicated Body to Start
- Start with 4-8 Events Per Year
- Start Small & Build as Comfort Level Increases
- Seek Partners/Sponsor Dollars
- Gain Community Partners (Civic Groups etc.)
- Find Your Community Niches
- Unleash Your Products to Promote – its **FREE**

Event Anyone Can Do!

The 1st Saturday Gathering

Work With Long-Standing Events Such Farmers Markets and So Forth

Work with other Events to Bring Under the Umbrella

Car Shows

Flea Markets & Garage Sales

Craft Fairs & Pop-Up Markets

5K/10K Runs/Walks & Community Bike Rides

Local Food Trucks

Sell Partnerships To The Community Gathering

Digital Signage



Still Print Savings

- Federal Holidays (Approximate \$30,000/yr. Savings)
- Overall Frequency (Approximate \$150,000/yr. Savings)
- Your EZ-Pay Funnel (Approximate \$240,000/yr. Savings)
- Year Long Sampling Program
- Customer Service & **Retention** Efforts
- Embrace Consolidation & Synergies
- NIE is Still Powerful

(Assumptions Based on 15,000K Print Circulation)

MUST LOVE CHANGE

**“If you don’t like
change, you will like
irrelevance even less.”**

Gen. Shinseki

New Approach

**“Change isn’t
mandatory, neither is
survival.”**

Value of Repeat Loyalty



Revenue distribution (US)
Source: Adobe Digital Index

Where were you?

DO YOU BELIEVE IN MIRACLES?

THE STORY OF THE 1980 U.S. HOCKEY TEAM

