

# **The Future of the Audience Department**

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# Survival Thinking (You Must Face Reality)

- Trends Are Clear, Traditional Print Circulation is Dying!  
**All** Markets Will Be Impacted!
- Traditional Revenue Streams **WILL NOT** Come Back
- It is All About **TOTAL** Audience!
- It is All About **MONETIZING** Your **TOTAL** Audience!
- Revenue **WILL** Assure 6-7 Day Delivery Goes Away!
- **NEW PRESSURES** to Come (Public Notices, Pre-Prints, Contractor/Employee Legal Issues)

# To Be Promoted & Survive:

You Must ALWAYS  
Think Above Your  
Pay-grade

# Requires New Thinking

- Culture **ALWAYS** Trumps Strategy
- **Out** Are Traditional Distribution & Operational Mindsets
- **In** Are **Creative**, **Innovative** & **Exciting** Mindsets
- **MUST** Think Beyond Your Normal Bounds
- **MUST** Offer Revenue Solutions Beyond Your Norms
- Eyeballs/Readers **Worthless** If They Provide Little or No Revenue Value
- Always Think – **New** Revenue! (Big Data, E-Commerce etc.)
- Managers Implement – **Leaders Ask** Questions

# What Are You Currently Spending \$\$\$\$ On?

- Sales and Audience Growth Programs
- Retention Strategies
- Membership/Loyalty Programs
- R & D

# Survival Ideas

- Membership/Loyalty Clubs
- TMC Conversion to Daily Product
- Elimination of Federal Holiday Printing
- Elimination of a Day of Printing (Pick Low ROP Day)
- Rack Distribution Strategy (Or Not)
- Electronic POP (Marketing, Branding, Selling & More)
- Samples on Steroids (Sponsored by YMCA)
- Non-Traditional Member Benefit Ideas

# Membership/Loyalty

- Must Make it Easy for Members to Realize Value
- Free Magazines or Other Subscriptions
- Avoid Drawings & Offer Real Value & Deals for All
- 24/7 Digital Access
- Exclusive discounts to local attractions and restaurants and services
- Free Archives
- Free Event Entries – No Drawings!!!!

# Membership/Loyalty

- Free Classifieds (Social News)
- Free or Reduced Gift Giving (Friend sub for \$1.00)
- VIP Treatment at Events
- Member Only Auctions & Offers
- FREE Enhanced Content
- FREE E-Notifications w/Special Offers, Deals etc.
- Must Show Them the Value – Often!!!!!!



# TMC To Daily

- Cost of TMC
- Size of TMC
- TMC Versus Daily Product Distribution
- Allows You To Grow Paid Audience
- Allows You To Grow Pre-Prints
- Allows You To Grow ROP
- Benefit Independent Contractors

# Cease Holiday Delivery

- 10 Federal Holidays (Most Other Businesses Close)
- What is Your Cost to Produce, Print, Distribute?
- Huge Benefit For Carriers & Carrier Retention
- Huge Benefit For Your Employees
- Give Employees More Time with Families
- Little to NO Reader Push-Back

# Eliminate Day of Printing

- Select Least Profitable Printing Day
- Combine Sat/Sun Seems to Work Well
- No Adverse Pre-Print Ramifications
- No Adverse ROP/Classified Ramifications
- Huge Savings W/O Lay-offs, Reductions etc.
- Readers Will Survive – Some Even Appreciate
- Huge Employee Moral Boost

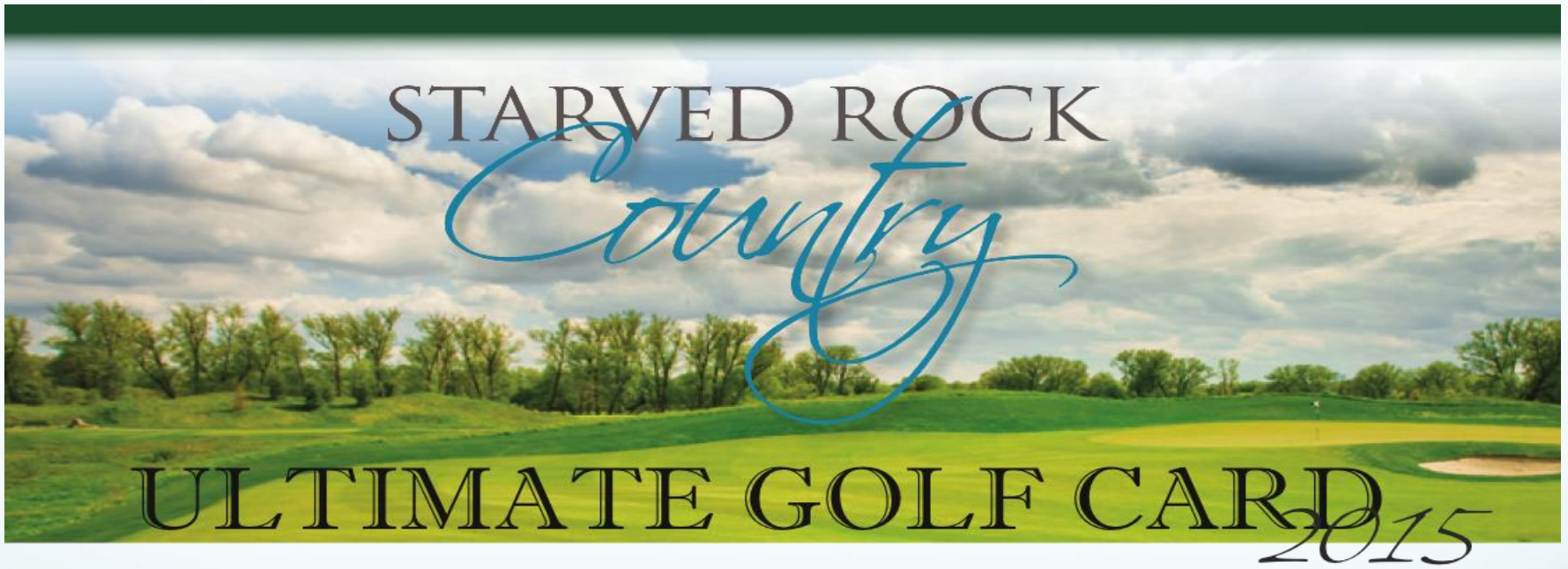
# Rack Distribution Strategy

- Figure Your True Cost Per Rack & Rack Transaction
- Must Factor Delivery, Theft, & Collection Time Etc.
- Evaluate Profitable Locations (Or Not)
- Less Than 3 Sales – Consider Elimination
- Always Look to Move Indoors – Electronic POP
- If You Stay With Racks – They Must Be First Class – That is Your Brand Image Front & Center

# Sampling on Steroids

- Effective Sampling Saves Major Sales Dollars
- Short Term Sampling Rarely Effective Long-Term
- Commit to One Year
- Obtain Sponsor To Increase The Impact
- Great Source of Public Feed-Back & Surveys
- Highest Retention Rate When Done Right
- Benefits Include: Instant Growth, Reduced Spending & High Retention Rates

# Membership Benefits



\_\_\_\_\_  
(PLAYER)

TO BE USED BY SIGNATURE PLAYER ONLY.

SPONSORED BY:



\$306.00 Value

*Only* \$99.00

# Membership Benefits

## Concerts For Members



STARVED ROCK  
*Country*  
2015  
CONCERT & ARTS SERIES

**ALEX BOYÉ**  
OSHE | UBUNTU | PEONI

APRIL 25, 2015  
LASALLE-PERU HIGH SCHOOL

SHOP.STARVEDROCKCOUNTRY.COM  
OR CALL 815-433-2000  
FOR TICKETS

A promotional poster for a concert by Alex Boyé. The background is dark blue with a subtle pattern. On the right, there is a photograph of Alex Boyé, a Black man wearing a white and black striped vest over a dark long-sleeved shirt and a necklace. The text is white and gold. At the top, it says 'STARVED ROCK Country 2015 CONCERT & ARTS SERIES'. Below that is the name 'ALEX BOYÉ' in large letters, with 'OSHE | UBUNTU | PEONI' underneath. The date and location are 'APRIL 25, 2015 LASALLE-PERU HIGH SCHOOL'. At the bottom, it says 'SHOP.STARVEDROCKCOUNTRY.COM OR CALL 815-433-2000 FOR TICKETS'.



STARVED ROCK  
*Country*  
2015  
CONCERT & ARTS SERIES

**BELLAMY BROTHERS**

JUNE 5, 2015  
IVCC AUDITORIUM

SHOP.STARVEDROCKCOUNTRY.COM OR CALL 815-433-2000  
FOR TICKETS

A promotional poster for a concert by the Bellamy Brothers. The background is a warm, reddish-brown color. On the right, there is a photograph of the two brothers, both wearing cowboy hats and playing acoustic guitars. The text is white and gold. At the top, it says 'STARVED ROCK Country 2015 CONCERT & ARTS SERIES'. Below that is the name 'BELLAMY BROTHERS' in a circular logo. The date and location are 'JUNE 5, 2015 IVCC AUDITORIUM'. At the bottom, it says 'SHOP.STARVEDROCKCOUNTRY.COM OR CALL 815-433-2000 FOR TICKETS'.

# Marathon Benefits





# Member Benefits

1ST ANNUAL  
SRC  
STARVED ROCK  
*Country*  
PRO/AM GOLF  
CHAMPIONSHIP  
2014

June 28 & 29, 2014

36 Holes  
Open Flight \$250.00 entry  
A Flight \$125.00 entry  
B Flight \$125.00 entry

SENICA'S  
OAK  
RIDGE  
GOLF CLUB, INC.

658 East US 6 • LaSalle, IL 61301

**Over \$10,000<sup>00</sup>  
in Cash & Prizes  
Awarded!**

**OPEN FLIGHT**  
MINIMUM \$1000 WINNERS PURSE.  
HALF OF ALL OPEN ENTRIES GO TO OPEN PURSE  
A & B FLIGHT WINNERS WIN YEAR MEMBERSHIPS

**CORPORATE CHALLENGE**

Entry fee includes:  
- 3 rounds of golf  
(one practice/ two rounds of competition)  
- Unlimited range use  
- Lunch/ Drinks provided during competition  
- Practice round can be played up to 2 weeks  
before competition



Join us in building the Starved Rock Country Pro/Am  
into one of the premier golf events in the Midwest!

REGISTER TODAY [WWW.STARVEDROCKCOUNTRY.COM](http://WWW.STARVEDROCKCOUNTRY.COM)

# Member Benefits



STARVED ROCK  
*Country*

*Presents*  
Outdoor Sports, Boat & Travel Expo

**Dates:** Saturday, Sept. 28, 2013  
**Time:** (9am - 5pm)  
**Location:** Downtown - Ottawa, IL.  
**Admission:** FREE  
**Reg. Booth Space:** \$50  
**Exp Booth Space:** \$100 - \$200

*Limited Space - Lock it in Today!*

# Questions:

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