

ING 2019

***Embracing the Challenge
&
Leading the Charge***

Joe DeLuca

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Newspapers are dying.

Who needs a newspaper?
I read everything on-line.

The newspaper business
model is dead.

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Does the decline in printed newspaper circulation equate to a similar decline in demand for our product?

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Pew Research Center

Local News Consumption 1996 - 2016

By Age Group/ Time Spent Per Day

<u>YEAR:</u>	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>2002</u>	<u>2004</u>	<u>2006</u>	<u>2008</u>	<u>2010</u>	<u>2012</u>	<u>2014</u>	<u>2016</u>
Total	74	66	65	59	59	72	69	66	70	67	69
18-29	56	44	48	42	38	45	49	46	45	45	46
30-39	69	60	53	50	57	70	65	63	68	62	64
40-49	75	65	65	58	56	73	64	67	74	71	70
50-64	83	79	69	64	71	82	76	74	81	76	79
65+	90	88	96	80	81	88	79	84	83	83	82

PEW RESEARCH CENTER 2016 News Consumption Survey. All averages are estimated based on time spent watching TV news, reading a print version of the newspaper, listening to news on the radio and getting news online, including online/digital versions of newspapers.

Technology has changed the
behaviors of our
customers....not eliminated the
demand for our product.

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Technology has also enabled the proliferation of less than credible news sources....creating a greater appreciation for our brand and our mission.

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The path forward....

- Understand what our product and brand value is:
 - Trusted Source – Credibility
 - Highest Caliber Journalism
 - Locally relevant news report
 - Locally relevant advertising content

The path forward....

- Leverage our unique business assets:
 - Longstanding relationships with local advertisers
 - Local sales force - feet on the street
 - Demonstrated success at aggregating and delivering audience
 - Daily delivery infrastructure and capacity

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The path forward....

Tampa Bay Times
Friday, November 16, 2018

NEWS SPORTS OPINION ARTS & ENTERTAINMENT SPECIAL REPORTS VIDEO PHOTO

Florida drops jobless rate to 3.4 percent, adds 17,800 jobs
Unemployment continues to fall across the state and the Tampa Bay region holds its own.

Save big on big 4K TVs.
There's something perfect for every family.

Science policy enabled years of child sexual abuse, lawsuit says
The third lawsuit filed against Scientology and leader David Miscavige in three months accuses the church of sexual battery, racketeering and conspiracy.

Tampa Bay Times
Thursday, Sep 18, 2019

Science policy enabled years of child sexual abuse, lawsuit says

The third lawsuit filed against Scientology and leader David Miscavige in three months accuses the church of sexual battery, racketeering and conspiracy.

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- ✓ Day Starter email
- ✓ PLUS 52 weeks of unlimited digital access to The Washington Post

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tbt Tampa Bay Times

ESTATE SHOCK: FAMILY FINDS BODY IN GARAGE CAN

Are you and this shelter cat really a match?

THE CLOUD (FOR DUMMIES)

It seems that every techie is talking about the cloud! But what is it? **PRICE 99**

Tampa Bay Times

Rooted by Floropolis's aches, pains and fatigue?

Tampa Bay's FREE DAILY newspaper

SPORTS DAY TAMPA BAY

with RICK STROUD

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In the Know

Tampa Bay Times

Economy rolls, for now

Strong jobs report is encouraging before sequester cuts hit.

Where the money is

Red Tide's record toll

At least 10 manatees are dying daily from the algae off southwest Florida.

Many dreams await bed tax

A new billpark may have come from Florida.

+236,000

Continue to invest in a portfolio of distribution channels and aggregate audience....

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The path forward....

- Build technology capacity and capability
- Expand distribution channels – innovate.
- Continue to serve all distribution channels effectively
- Encourage and foster creativity and continuous improvement in technology, operations and distribution areas

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Reallocating Resources Through Effective Resource Management

- Ask the hard questions: If it is not adding value or advancing the path forward, stop doing it.
- Streamline operations and reduce the cost associated with the declining business/revenue stream.
- Evaluate inventory levels and carrying costs.
- Reduce waste - everywhere.

Leading The Chargeand the Change

Manager vs. Leader

Embraces change

Builds consensus in leadership and teams

Influences vs. Directing

Coaches and Teaches

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Leading The Chargeand the Change

- Share information – Tell The Story
- Consistently connect and reinforce The Challenge and The Path Forward
- Always demonstrate confidence in the plan and the team

Power Flows in the Direction of Hope

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Be Mission Driven

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Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or **abridging the** **freedom** of speech, or **of the press**; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

Questions

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