

A scenario:

Envisioning a network solution for newspapers

RJI Pivot Point participant Henry K. "Buzz" Wurzer¹ developed on May 25 this "straw man" discussion proposal.

CORE ISSUES:

- Digital publishing has over taken print publishing
- Newspapers role as an information gatekeeper has passed
- Information users are inundated with too much information and of limited value
- Newspapers revenue has seriously eroded with no end in sight

KEY NECESSARY ACTION STEPS:

- A new model for information gathering and compelling value is mandatory
- An assessment of what users seek as valued content is needed
- A duality of information networks are necessary to return newspapers to sustainability
- Newspapers need to partner with innovative technology, software and digital startups to brighten their storied brands, provide creative navigation tools and distribute compelling content in a platform neutral environment

OLD VS NEW INFORMATION CONTENT MODEL:

OLD MODEL:

- Get and report key story facts
- Expand story to a news analysis when more facts are available
- Provide editorial opinion when appropriate
- Place serendipitous advertising around all the above

NEW MODEL:

- Include all publics in the real time, ongoing story discovery process
- Optimize navigation, search and social network tools to enhance story value
- Continue, build and distribute story value for all digital/analog channels
- Enhance story value with targeted opt-in advertising messages and pertinent product and services e-commerce

¹ -- Wurzer: 772-234-3035 / mobile: 772-713-4427 / hkw36@earthlink.net

KEY USER INFORMATION NEEDS:

LOCAL MARKETS: Covering community...

- Issues and daily life events
- Environment, economic and social
- Education
- Government
- Leaders, Organizations
- Events
- Sports

GENERAL INFORMATION: covering by interest sectors...

- Healthcare/Wellness
- Politics/Taxes
- Economic Environment
- Education
- Environment
- Faith Based/ Religion
- Global Affairs
- Technology
- Entertainment/Arts/Culture
- Sports
- Home Living/Food

LOCAL vs. NATIONAL NETWORKS ROLES:

LOCAL NETWORKS – This local network requires dramatic fixing

- The network consists of individual newspapers, market by market, migrating from legacy to digital only
- Every newspaper must migrate to the new model of information gathering and distribution
- Each market is its own proprietary network with unique registration, payment plan and data base profiling
- Each market is augmented by its own local ads and e-commerce software
- Each market sets their own costs

NATIONAL SHARED USER NETWORK – This network needs to be created and work in tandem with each local network:

- This network is formed and operated as an independent, entrepreneurial Newco
- This network shares the home page of each local market digital offering
- This network creates the information by sector that drives people's lives beyond their community
- Each sector content is created by partnering with new digital only startups in each sector working in tandem with legacy editors on a re-organized national, regional and state basis
- The network is accessed by a common ID Pass
- It is a shared user network that provides, atomized, or disaggregated, content

- The network offers personal information agents that users interact with to enrich their sector's information
- With opt-in user profiling and mass user data base, this new network becomes an attractive buy for the massive national interactive advertising and marketing budgets
- This network has new, dynamic authentication and micro-payment processing protocols
- The network has a US tolls pass, not a Florida Sun Pass; it has a VISA card, not a Macy's card; it has an ASCAP royalty return for all parties, whether Local Only; whether Newco only; whether user move back and forth between any and all networks
- Newco establishes a cost structure that all members agree to accept

SOLVING THE REVENUE PROBLEM:

LOCAL:

- Local keeps print revenue as long as possible
- Local builds new local digital revenue via improved civic storytelling and various commercial offerings

NATIONAL:

- Provides massive data base of collective shared users
- Builds large niche data base relative to each content sector
- Becomes a must consider for all national interactive, marketing/advertising budgets
- Paves way for endless possibilities of partnerships with digital start-ups and key advertisers
- Paves way for potential alliances with mass and class portals
- Major share of new revenue returned for local network investment