THE FUTURE OF PRINT

Tuesday, June 25 2013
Capital Hilton, Washington, DC
The Panel

• Jim Amoss, New Orleans Times-Picayune editor
• Ken Brusic, Orange County Register editor
• Joycelyn Winnecke, Chicago Tribune associate editor
• Karen Peterson, Tacoma News Tribune editor
• Moderator Nancy Barnes, Minneapolis Star Tribune editor
Number of newspaper brands in print

- **1980**: Total Daily = 1,500, Total Sunday = 800
- **1990**: Total Daily = 1,600, Total Sunday = 800
- **2011**: Total Daily = 1,400, Total Sunday = 800

Legend:
- Blue: Total Daily
- Red: Total Sunday
Print newspaper circulation

- 2012:
  - Total: 88,267,012
  - Sunday: 44,822,000
  - Daily: 43,443,000

- 2000:
  - Total: 115,196,000
  - Sunday: 59,421,000
  - Daily: 55,773,000

- 1980:
  - Total: 116,879,980
  - Sunday: 54,676,000
  - Daily: 62,202,000
Today’s Impact

When you measure news consumption in the U.S. by time spent, fully 35 percent of news consumption remains in newspapers and magazines.

FIRST NEW ORLEANS MAYOR TO FACE CRIMINAL CHARGES

NAGIN INDICTED

21 counts accuse him of using power for profit

Early Edition
Sunday, January 20, 2013
Published Saturday, January 19, 2013
The Times-Picayune
Street Edition
News from Sunday, May 5, 2013
Prototype cover, unpublished
How the GOP embraces diversity

JINDAL'S PLAN: A TAX SWAP ONLY THE RICH COULD LOVE

Every murder deserves our attention

The Times-Picayune

Sunday Reflections Section

Sunday, March 24, 2013
Search for Terrilynn Monette, missing teacher, ends with discovery of her submerged car

On Friday (June 7), 97 days after the disappearance of Terrilynn Monette, Slidell police officer Mark Michaud and state Rep. Austin Badon met at the lawmaker’s home in eastern New Orleans, fired up a computer and tried to identify the various routes the West

THE LATEST ON TERRILYN MONETTE

Terrilynn Monette died of drowning, coroner confirms

video of the day

ProsperityNOLA: 5-year economic development plan

NOLA.com
Saturday, June 8, 2013
With updates on June 10
Desktop view
NOPD: Bank robbery suspect shot at officer during Mid-City heist

View the Slideshow >>
EPA deadline drives state to boost air rules

A mixed grade for farm protection

Privacy lost, and it's done in secret
Neighbors' argument led to tragic outcome

Pot-sniffing canine finds a new calling

Lakewood announces 6 manager finalists

Some games never die – they just need to be plugged back in
In House, Chopp calls for clear and simple goals

Setting the stage

Concerned about climate

Under the dome

Sacred

If assurance isn’t enough, what comes after?

Speaker stands in need of budget agreement

Today

TODAY'S ISSUES

The House

Action on the budget is going to be intense in the coming weeks.

Chopp says he wants a "step-by-step" approach to budget negotiations.

"I want to move cautiously," he said at the start of the day.

"I want to move at a rate that allows for thoughtful discussion and full debate."
Our mission and strategies

June 25, 2013
OUR MISSION AND STRATEGIES

What we promise

- We stand up for the community.
- We capture the Chicago experience.
- We move people emotionally and intellectually.
- We help people navigate their lives.
- We fuel conversation.
- We break news, we don’t just report it.

How we deliver

- We provide unique and indispensable news, information and engagement for Chicago.
- We publish on multiple platforms as Chicago’s first true digital news organization.
- We position the Chicago Tribune as a premium brand with super-premium tiers.
- We engage audiences and establish communities centered around the Tribune.
- We develop information services as new lines of business.
- We foster a culture of innovation and create the organization of the future.
The new digital newsroom

The Tribune newsroom creates digital content and programs it across Web, mobile and social platforms in addition to traditional print.

**Breaking news desk**
Our 24/7 desk of editors and reporters (left) keeps people informed about the news as it happens.

**News Applications team**
Our 10 digital specialists expand our ability to tell stories with data. This helps fuel our mission as Chicagoland’s watchdog. In addition to creating vessels for census, school and other public records, they have created tools to help our journalists analyze data faster.
The multi-modal news concept

Video
We believe video is central to winning the future generation of Tribune consumers.

We call this the “multi-modal” news model. Our goal: Deliver a news stream to multiple platforms that combines multiple news sources with multiple methods of storytelling.

Our video production team will churn out 25-30 hours of live webcasts per week by year’s end.
Making a new deal with consumers

We are generating new consumer revenue to support our media and become less dependent on advertising dollars.

- **Premium print**: A bigger, better Chicago Tribune print edition
- **digitalPlus**: Making subscribers out of online visitors
- **Printers Row**: A premium content innovation for book lovers
- **E-books**: A new platform and a membership inducement
- **Digital migration strategy**: Making the leap to tablets
Trib Nation events

Live programs extend our journalism to a new publishing platform – the stage – bringing the newspaper and website to life, and uniting Tribune journalists with readers in auditoriums around the region.

This year, 100 programs will cement customer relationships, create new ones, and help improve Chicago.

This is marketing that makes money; ticket sales and sponsorships will generate $1 million in 2013.

A sellout crowd attends a Press Pass event featuring Tribune rock critic Greg Kot and musician/artist David Byrne at the Music Box Theatre on Chicago’s North Side.
A bigger, better Tribune

After listening to readers, we communicated frequently with them about the value of the bigger, better Chicago Tribune. We successfully made the case that it was worth the price increase.

INTRODUCING A BIGGER, BETTER TRIBUNE

You’ll find more news, more pages and new features. It’s a Tribune created for those who love the printed newspaper.

Changes in our seven-day lineup

An expanded Tribune for our loyal readers

We’ve added depth, dimension and range to our news report to serve you better.

Dear readers:

Today’s Chicago Tribune marks the debut of a bigger, better newspaper created to meet the expectations of our most loyal readers.

But the new look, we’ve highlighted the paper that will be filled with expanded home coverage.

Starting today, you will find these new pages throughout your newspaper each day, punctuated by fresh new design and typographic.

We’ve added depth, dimension and range to our news report. That means more coverage on topics you need. We’ve strengthened the newspaper for readers who are serious about their news and live their daily experience with the newspaper.

We are very excited about the new Chicago Tribune and we think you will be too.

We are expanding coverage and the reading paper in five key news categories.

- Chicago-area news and investigative reporting, but we’ve gone Tribune strength.

- We would like to hear from you.

New design and typography for the print edition

In this pullout:

Publisher: Tony W. Hama, Editor: Gerald W. Korm.

We are investing in the paper to respect our readers and readership.

64 pages of full-color images. That’s how much more adding per week, and total news space is now greater than it was five years ago.

Breaking news in Chicago area. We have reorganized and redesigned our website.

New typography. We’ve refeshed the design to complement the added depth and dimension of our news report.
digitalPlus: Online content worth buying

We create digital-only content and new products to increase the value of a digital subscription, compelling regular visitors to become subscribers.
The digital copy of the newspaper is available every day to our seven-day-a-week print subscribers and our digitalPlus members. It is an exact replica of the printed paper — with a few enhancements. Those include:

- Late sports scores and expanded results. Scores can be updated until 3 a.m., ensuring that almost every game is covered.
- Full color
- A digital-only magazine every weekday
Printers Row is a multi-platform membership and subscription program aimed at a niche audience willing to pay more for premium content— in this instance, coverage of books and the literary scene. It is delivered in print and digital form every Sunday only to Printers Row subscribers. The weekly literary journal, original fiction booklet, and author programs have been critically acclaimed.

Each edition of Printers Row includes a booklet of original fiction (right).
COSTA MESA | NEWPORT BEACH HOT SHOTS

Sometimes, you can tell the story without words. OC Weekly has compiled the best photos from recent games throughout the county. No sport is immune to our cameras.

Check back each week to see if your team or player made it into the pages of our new OC Weekly section. Chances are they will.

For more high school sports coverage, visit ocweekly.com.

Caraas del Maria’s Jacob Martinez celebrates with his teammates after scoring against Woodbridge during a March 29 home game at Caraas del Maria High School.

Newport Harbor’s Max Hernandez, right, dives to catch a pop fly by San Clemente’s John Johnston during a March 29 game at Newport Harbor High School.

Caraas del Maria’s Rachel Trasker celebrates the win against Pacifica during a March 29 home game at Caraas del Maria High School.

Newport Harbor’s Emily Robertson celebrates with teammates after scoring against Capistrano Valley during a March 29 game at Newport Harbor High School.

Caraas del Maria’s Justin Patek celebrates during a March 29 home game aginst Capistrano Valley during a March 29 home game against Caraas del Maria High School.

Caraas del Maria’s Andrew Marrero celebrates with his teammates during a March 29 home game against Caraas del Maria High School.

Newport Harbor’s Varsity Softball player reacts after scoring a run against Capistrano Valley during a March 29 game.

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The print business is not your legacy, it’s your bank.

- Frederic Filloux
  guardian.co.uk
Q&A