

Strategic Product Development

S

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Newspaper Division

Structure

-  -Company-wide
- Newspapers-work individually

Move Past Job Descriptions

- Change tasks, culture will follow.

Where are you going?

- “If you don't know where you're going any road will take you there.”

The Cheshire Cat
Alice in Wonderland

Where is the Audience?

- Audience Aggregation Research
- Claritas
- Subscriber/Non-Subscriber Data
- Internal Databases

CHICO'S

- Boomer Women
 - Styles
 - Cut
 - Models
 - Sales Associates
 - Everything speaks to target



- Targets 25-50
- No association with Chico's



- Intent to drop by Chico's
- Move to younger women
- Point of entry

Where is the Money?

- What do your advertisers want?
- What do your non-advertisers want?

Ways to grow?

- Reach
- Frequency
- Tweak
- Add new
- Consolidate
- Dump

Platforms

- Give people what they want, not what you want them to have.

Paying for it

- The best laid plans are only as good as the revenue you can generate to support it.

Match Game

- Who do you want to reach?
- Who do your advertisers want to reach?
- Is there a match?

Wilmington: Signature Brandywine



Palm Springs: Business Magazine



Westchester: Express

Thursday, December 14, 2006
The Journal News

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2 traditions join in season of giving



Identical candles are among the unique ornaments at the Rockaway Bedding store in Yonkers. **Page 14**

Off Center Dance Theatre turns its 3rd Annual Giving Thanks and Giving Back Dance-a-Thon for Charity. **Page 11**

Elementary students perform the Broadway play "Seussical" at Mamaroneck Avenue School. **Page 11**

The New Rochelle High School swim team wins the crescendo relay at the Seymour Roffer Boys Relay Carnival. **Page 20**

Angel Aron, 7, of Mamaroneck holds up gifts donated by members of the Westchester Asian Center. Angel will do a play the winter job on for clients of the Pacific Healthcare Center of Lombard and Mamaroneck. **Page 9**

See Our Ad in Today's Paper... **OUR HOLIDAY MATTRESS SALE... SAVINGS UP TO 50%!**

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Getting fit with a new style — yours

Dear readers,

Welcome to Yorktown&Cortlandt Express, your community weekly from The Journal News and LoHud.com. This is your place for news, sports, entertainment, education, business and more from Yorktown and Cortlandt.

Most of all, we want to hear from you. This is your community newspaper, so tell us what's going on in your town. We make it easy.

Go to LoHud.com/Yorktown&Cortlandt to:

- Tell us your story
- Share your photos
- Pick your event
- Write a letter
- Join your community forum

LoHud.com/Yorktown&Cortlandt is also the place for you to learn what's happening in your community every day. See what people are talking about in our forums. Get the latest news from your hometown.

Look for the Yorktown&Cortlandt Express every Thursday.

Local

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Community Life Editor: GUSADIA@LOHUD.COM
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Instructor Liz Mahon of Mahon Yoga leads a cardio-yoga class at Club Fit in Jefferson Valley. **Page 22**

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WHITE PLAINS

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NEWS
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Santa's helpers go out in full force



Big Footen takes an oath on his way to volunteer at the White Plains Public Safety Headquarters. **Page 9**

Find out which restaurants are open on Christmas Day and what they're serving. **Page 14**

Nursery-school children give thumbs up to murals painted on the walls at Children's Place. **Page 17**

Opportunities for women in bowling increase sport's popularity among female athletes. **Page 22**

Alexandra Strand of White Plains, one of Santa's helpers, serves with children at a holiday party at the Thomas H. Baker Center in White Plains. The children's holiday party, a private event established 23 years ago, has had a long history of children whose families otherwise could not afford it. **Page 9**

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Lessons Learned:

- Don't be afraid to fail
- If you do fail do not resuscitate
- Good enough
- Allow to grow

Thank you!