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WHY?

What the *hell* are you doing?

Do you know it's **2017**?

Have you lost your mind?

HOW DID WE GET HERE?

2015 • *Fairbanks Daily News Miner*

APRIL • Initial meeting with owner

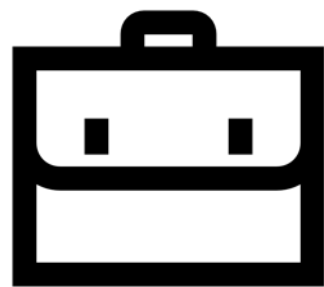
JUNE • Opening offer and DD

JULY • Search for other buyers

AUGUST • Bankruptcy

SEPTEMBER • Asset sale

THE REASONS WHY



BUSINESS



SOCIAL

THE BUSINESS CASE

-an oversimplified history of newspapers-

NATIONALLY

Print circulation decline

Consolidation

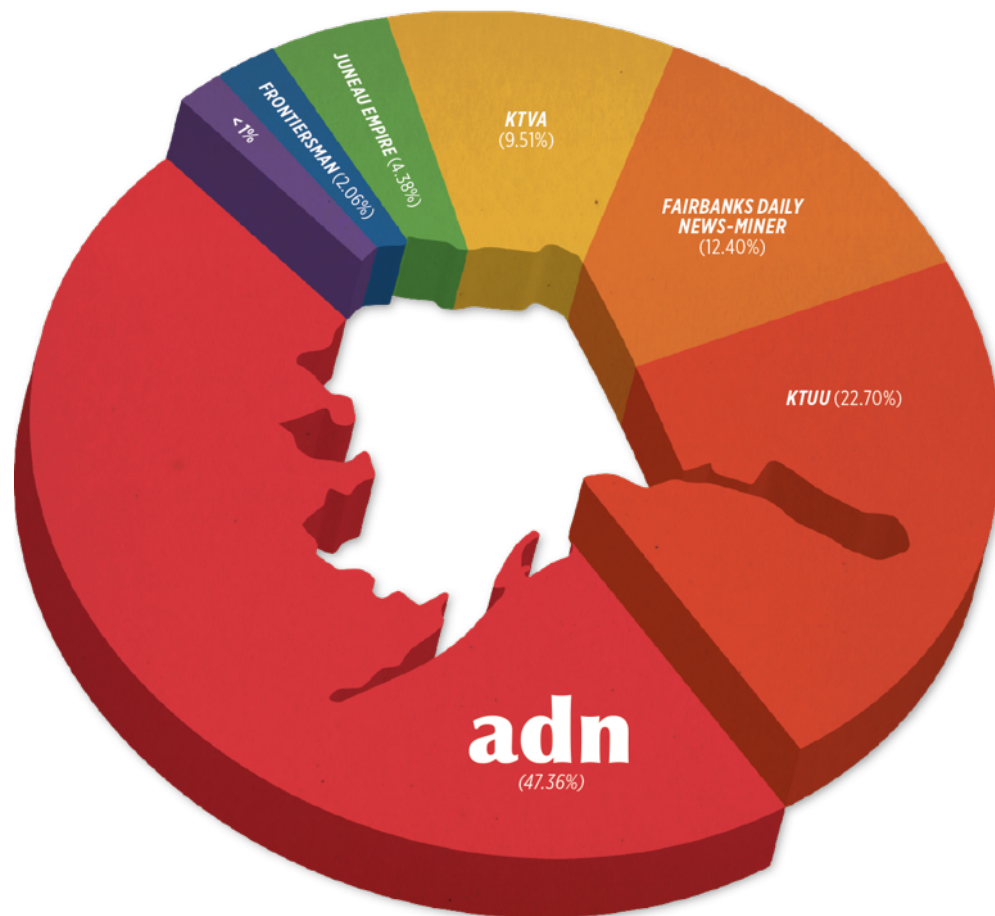
Monetizing digital

LOCALLY

Reporting powerhouse

Flat circulation revenue

Value to advertisers



THE POWER OF *ADN*

Market reach

Confidence of readers

Confidence of advertisers

Alaska's *largest* audience, and
it's not even close

CRITICAL FOR ANCHORAGE AND ALASKA

Turning point for Alaska

Value of an **informed population**

Balance

Informed opinion



GOING FORWARD

Publisher

Out-source printing

Format changes
Sunday

Accuracy, fairness, accountability

Adjust coverage

Report **good news**

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