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# Kiwanis®

## Fort Oglethorpe

Pres Jim opened with welcome and Dan led us in My country tis of thee

Dan Nichols had inspirational moment

Speaker Jeff DeLoach President with Chattanooga Times Free Press  
Grew up in Jackson TN moved to Chattanooga 4yrs ago

CPA degree went to work for a firm that audits newspapers  
Then left audit firm and stayed in newspaper industry moved all over Memphis  
and Denver and Texas

Walter Hussman Family owns CTFP Waco Media they own 10 newspapers

Everything has been impacted by online-digital

Advertising has shifted from newspaper to digital media sources

75% reduction in newspaper advertising

Newspapers are having to cut expenses and labor

Huge expense in printing the paper and delivery

Stepping into today's technology and going digital and find savings by reducing the distribution started in cleveland tn and doing ooltewah area now

Hamp Rogers head of marketing illustrated on his iPad for the club what going digital looks like

Still looks like a newspaper that you flip through on the app

You will also have video embedded and 20 years worth of archives as well

Subscription you will get your own iPad and they will train you how to use it

\$6.1mm invested in iPads with no cost to the subscriber.

Additional \$2mm in labor costs up front to switch to digital

\$34 a month for content and Sunday newspaper delivered that's the Revenue needed to sustain the newsroom

Can have up to 5 devices on the app

Not printing Monday-Saturday paper anymore

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