

# LocalMedia

association

## The Big Disconnect in Local Media – How Can We Fix It?

*LMA Survey of Nearly 200 Local Media Leaders, Including CEOs, VP's of Digital, Publishers, TV & Radio Station Managers and R&D Partners, Reveals Interesting Insights*



The LMA Board of Directors met in Chicago on January 4-5 to review the survey results and begin work on a three-year strategic plan.

## LMA Special Report

Presented by Nancy Lane,  
President, Local Media  
Association

LOAC – NYC

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## Four key stakeholder groups were interviewed:

- **CEOs** – more than 25 participated in phone interviews 12/17. Diverse mix of newspapers, TV and radio including a number of top 10 companies.
- **VPs of Digital** – in-person focus groups conducted in the fall/2017. These were facilitated by an industry consultant with a total of 19 participants.
- **Local leaders** – digital survey sent to publishers, station managers and top local leaders employed by 20 local media companies that are generally viewed as progressive in the industry. 130 responses were received.
- **R&D community** – a digital survey was sent to dozens of R&D partners.

## The Big Headlines...

Only 1% of local leaders (publishers/station managers/GMs) strongly agree that their sales reps do a good job when it comes to selling digital. That's 1 person out of 130.

The employee net promoter score from the local leaders was 3.

This was the lowest score that the outside consulting company contracted by LMA had ever seen across all industries and all clients in their history.

## The Big Headlines...

VPs of Digital across the board think that the CEO and senior team don't understand digital and the profit margins associated with this line of business.

They are constantly pressured to deliver margins similar to the core business, which is unrealistic in their opinion. Most of these VPs were C-suite level.

"Give me the checkbook and get out the way"

"Stop being afraid"

"Let me sell the products that work best for the customer"

"Stay committed to the goals"

"Invest in digital revenue/services as much as other areas"

"Dedicate yourself to the long-term; not short-term"

# The Big Headlines...

CEOs are frustrated that no pathway to the future on the digital side has been identified.

They have invested in new businesses that have not met their expectations.

“I find it frustrating that we struggle so mightily to change culture. The entire issue is sales driven.”

“I feel like we are standing on Jello.”

“We don't have an audience problem. We have a business model problem.”

## The Big Headlines...

Talent recruitment/retention was the #1 challenge cited by CEOs, VP's of Digital and local leaders across the board.

Only 24% of local leaders agree that they are adequately staffed to meet their digital revenue goals (that's 31 out of 130 local leaders).

VPs of Digital identified attracting and retaining top digital talent as their #1 pain point.

# The Big Disconnect...

- ▶ How Will We Fix It?
- ▶ Can We?
- ▶ Our panelists weigh in...
- ▶ THANK YOU!!

