



## NEWS RELEASE

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*Contact: Maria Terrell  
+1 214 373-9111  
maria.terrell@inma.org*

### **Newspapers Can Learn From Healthcare, Education Industries In a Restructuring Marketplace, According to New INMA Report**

DALLAS (29 November 2006) – Newspaper companies facing a restructuring marketplace can draw lessons from the healthcare and education industries in their battle to differentiate, understand customer needs, create product portfolios, and capitalise on new technology, according to a new report by Kannon Consulting for the International Newspaper Marketing Association (INMA).

The new report, "Surviving a Restructuring Marketplace: Lessons For Newspapers From the Healthcare and Education Industries," examines how two industries that share newspapers' social mission and strong local requirements – healthcare and education – are answering their own challenges and what lessons newspapers can take away from their examples.

This report examines several important lessons from education and healthcare, including:

- **Differentiation:** Maintaining a clear identity in a competitive marketplace is crucial, through differentiation of the core product and related services.
- **Customers' Needs:** Understanding what customers want from the product and articulating the role it plays in customers' lives is key to developing a marketplace advantage.
- **Portfolios:** Products and services targeting underserved groups are essential to growing a company's footprint in the marketplace.
- **Processes:** In light of increased economic pressures, honing work processes can ensure cost effectiveness.
- **Experimentation:** Experimenting with new business models translates into new ways to earn revenue.
- **Technology:** Advancements in technology can improve effectiveness and develop a company's competitive edge.
- **Self-Assessment:** Accountability measures identify the strengths and weaknesses of an organisation.

The comparisons of healthcare, education, and media look outside the world of newspapers and identify vital ideas, practices, and inspiration for newspaper executives operating in a restructuring marketplace.

This 33-page digital report was written by Barbara Cohen and Craig Kaczorowski of Kannon Consulting. Barbara Cohen is president and founder of Kannon, a Chicago-based strategy and marketing firm focusing on helping clients grow revenues in changing environments. Craig Kaczorowski is a senior consultant at Kannon. He has worked with media clients to help build an understanding of consumers and advertisers in print and online businesses.

"Surviving a Restructuring Marketplace: Lessons For Newspapers From the Healthcare and Education Industries" is available to INMA members for US\$75 and to non-members for US\$195. The digital report may be ordered at [INMA.org](http://INMA.org).

INMA is a non-profit association dedicated to promoting advanced marketing principles within the newspaper industry. More than 8,000 members and subscribers belong to INMA, which publishes a monthly *ideas* magazine, four web sites, The Newspaper Industry E-Newsletter, Media Monitor and Consumer Trends e-newsletters, conferences, books, reports, and more.