

Nourishment for Growing Newspapers and Customers



Making newspapers essential in the life of each person.

Newspapers have tremendous untapped potential to be highly successful businesses.

One of my first internet e-mail notes

L'Union Sarda

- *From:* Terry Maguire <tmaguire@nemo.geis.com>
 - *Date:* Fri, 15 Jul 94 19:34:00 UTC
 - *To:* zip@vov.crs4.it
 - *Subject:* L'Union Sarda
-

Pietro Zanarini-

Could you send me any more information about your project in either English or Italian (or French)? I do not have access to WWW, but am very interested in what you are doing.

Thanks,

Terry MAGUIRE
General Counsel
International Federation of Newspaper Publishers

- Prev: [HTLM/WWW](#)
- Next: [UNIONE](#)
- Index: [Alcuni E-mail su "L'Unione Sarda On-Line"](#)

I advised L'Unione Sarda as it launched VideoOnline in Sardinia unfortunately ahead of its time.

The Irish Times

If you miss the Irish Times for a day, you lose the world; if you read the Irish Times today, you lose a week!

Popcorn

If you eat popcorn with movies you read about in Corriere della Sera, what are you supposed to eat when you read Corriere?

This ad appeared in Corriere Della Sera yesterday.

Eat Better, Cheaper & Live Longer; See Your Local Newspaper for Details

- “Get Out of the Printing Business, Moody’s Tells Newspapers” 4 June 2009
- “Boston Globe Not Viable With Current Losses” – 3 June 2009
- “Why the New York Times Doesn’t Call its Readers ‘Readers’” – 3 June 2009
- “Cast Out But Still Reporting” – 1 June 2009
- “MediaNews to Begin Customized Printing in Denver Homes Next Week – 28 May 2009
- “US Journalism Institute, Entrepreneurs in News Venture” – 27 May 2009
- “Newspapers’ Future” – 26 May 2009
- “NYT Creates ‘Social Media Editor’ Post” – 26 May 2009
- “Cities Without Newspapers” – April/May 2009
- “The Day the Newspaper Died” – 26 January 2009

Newspapers have long been...

...connecting people to other people
...connecting people to government
...connecting people to commerce
...connecting people to information
...connecting people to ideas
...connecting people to their daily essential needs?

Traditionally, we think of newspapers as a one-way medium, publishing information for readers. That never really was the only role of newspapers; the medium has always been more than that as each copy has the potential to spark many different exchanges. Electronic communication technologies have made this historic role even more dynamic and important. My point is that the origins of newspapers were in the communication of vital information among people. The arrival of the newspaper medium made this communication work more efficiently, it still does and it still can.

Newspapers have evolved, but not enough

- Innovation used to occur only behind the scenes, and has now broken through the “paper barrier”.
- Newspapers have done a poor job of leading their customers through change, leaving customers confused all over the world.
- Customers are adopting new habits faster than newspapers are changing their practices, and newspapers need to innovate faster and better.

Time is not on the side of newspapers. While newspapers have changed in many ways in recent years, and the pace of that change, by necessity, has increased, it is still not fast enough or good enough to keep up with the marketplace. We must do it all more rapidly.

Newspapers need these kinds of mandates

“General Motors Corp., shrinking operations in bankruptcy, will operate as a brand-new company within 60 to 90 days, Chief Executive Officer Fritz Henderson said. **Restructuring at pure, unadulterated speed** is pivotal to GMs success, Henderson said today at a New York news conference hours after the biggest U.S. automaker filed for Chapter 11 protection.”

Bloomberg News 1 June 2009

"But the market is changing, and the transformation for newspapers is really hard. There needs to be more urgency. **We need to lift up asses and get moving.** Otherwise we will lose.”

Marieke van der Donk, PricewaterhouseCoopers
Barcelona, 27 May 2009

As reported by Bill MITCHELL, Poynter Institute.....

The comparison between General Motors and newspapers is appropriate and instructive.

How bad is it in the US?

Newspaper Death Watch

Chronicling the Decline of Newspapers and the Rebirth of Journalism

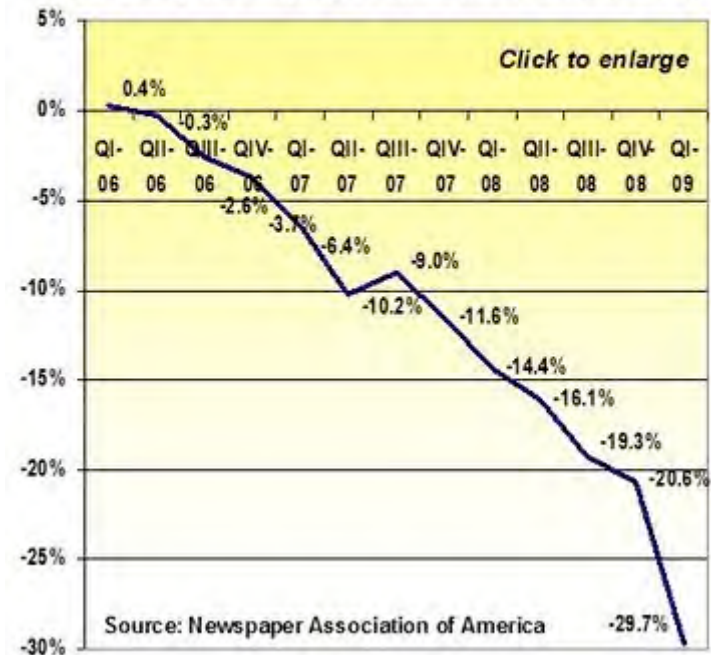
MONDAY, JUNE 01, 2009

Worst quarter for newspapers: Sales dive \$2.6B

In the worst quarter in modern history for American newspapers, advertising sales fell by an unprecedented 28.3% in the first three months of 2009, plunging sales by more than \$2.6 billion from the prior year.

Accelerating slide

Quarterly newspaper ad sales since 2006

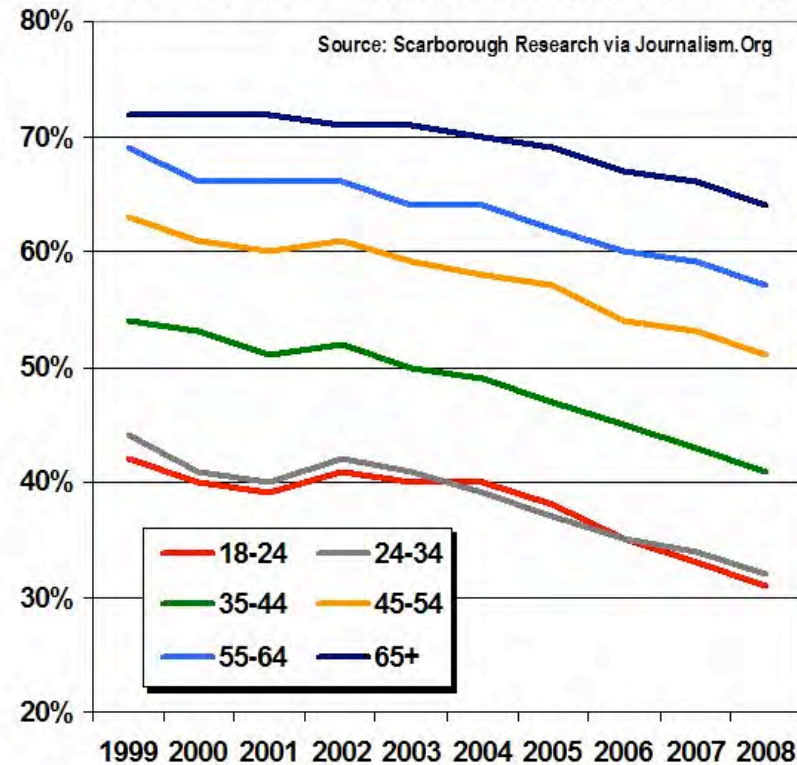


I cannot overstate the extent to which newspapers in the US are in trouble.

These are not encouraging trends

Waning interest

Percent of adults who read newspaper prior day



This is why it is so important to enlarge the market's definition of what is a newspaper so that all newspaper uses can be measured whether they be print or electronic.

Compare two companies over five years



On the left is McDonald's and on the right, the New York Times Co.

From the Washington Post Company

1 May 2009

- Newspaper publishing division revenue - for the first quarter of 2009, a **22% decline from the first quarter of 2008**. Print advertising revenue **decreased 33% from 2008**. The decline is due to large **decreases in classified, preprint, retail and zoned advertising**. Revenue generated by online publishing activities **declined 8% for the first quarter of 2009, versus the first quarter of 2008**. Display online advertising revenue grew **3%**, and **online classified advertising revenue declined 23%**.
- For the first quarter of 2009, **daily circulation increased 0.7% and Sunday circulation decreased 1.7%**, compared to the first quarter of 2008.
- The newspaper division reported an **operating loss of \$53.8 million in the first quarter of 2009, compared to operating income of \$1.2 million in the first quarter of 2008**.

The Washington Post has been an innovator and very hard-working newspaper company. Its losses do not reflect lack of effort, but rather a failure to have adopted a winning formula. While emphasizing the newspaper's local coverage, there has been far too little focus on playing the fundamental "communication" role I noted at the beginning of this presentation.

How to grow newspapers instead?

- Make the word newspaper mean “essential service” for each customer, asking what they need more than want.
- Tailor an array of newspaper offerings to meet those needs better than anyone else, one customer at a time.
- Be the “connecting” medium with the most valuable customer service.
- Do everything in the name of the newspaper, stretching the customer’s definition of a newspaper.
- Be the customer’s “go to” place for news, information, commerce, friends, and more.
- Retain the highest standards and rebuild a reputation of reliability and utility in existing and new areas.
- Newspapers everywhere need to reconsider whether they want to be a medium that is critical to the lives of reader customers or merely interesting and often useful.

Newspapers have tremendous opportunities to grow in providing – better than all others – the information and service that are essential to people’s lives. Some of this can be in print in general circulation newspapers. Some can be in print in more limited publications and insertions. Other will be electronic, engaging people on their computer screens, mobile devices, and, in some cases, in person.

When it's important, we pay

“When people really want or need something, they will pay for it, one way or another. If today's publishers cannot convince their readers to do so, they will be overtaken by others that can.”

From Financial Times editorial 25 May 2009

There is lots of wasted discussion about who will pay for what, but it's most all focused on paying for information. As people buy more and more of their daily “stuff” online, they are, indeed, buying it. Newspapers must find ways to insert themselves more successfully into the paying process that leads to a sale for others. The sale of newspaper space to advertisers is simply not going to be good enough any more.

Why should this be left to others to do?



“The latest example they can point to is OpenTable, a restaurant reservation site that makes money selling its software to restaurants and charging them \$1 for each diner seated. Last week it became the first venture-backed Web company to go public in two years....The stock was offered at \$20 on Thursday, 43 percent higher than investment bankers’ original price estimates. It closed Friday at \$28.71, a 44 percent gain.”

From The New York Times 26 May 2009

“The OpenTable network includes approximately 10,000 OpenTable restaurant customers. As of September 30, 2008, the Company seated an average of approximately 2.8 million diners per month.”

When customers think about making any food-related reservation or purchase, they need to be trained to think newspaper first.

Restaurant inspections are essential

The screenshot shows the 'EveryBlock New York City' website interface. The top navigation bar includes 'Browse: Public records', 'Articles', 'More', and 'Explore: Neighborhoods'. A search bar on the right contains the text 'Address, ZIP or neighborhood'. Below the navigation, there is a 'Restaurant inspections overview' link and a 'Search restaurant inspections' heading. A sidebar on the left titled 'Refine your search' includes filters for 'Inspection date: May 22, 2004 - June 9, 2009' and 'Restaurant name: chez josephine'. Under the 'Location' section, there is a search box for an address and a dropdown menu set to '8 blocks'. The main content area displays 'Restaurant inspections' for 'chez josephine' from 'May 22, 2004 - June 9, 2009'. It lists three inspection records:

Inspection Date	Violation Points	Address
May 14, 2009	12	414 WEST 42 STREET, MANHATTAN
May 15, 2008	26	414 WEST 42 STREET, MANHATTAN
November 8, 2006	11	414 WEST 42 STREET, MANHATTAN

To the right of the list is a map showing the location of the restaurant at 414 West 42nd Street, Manhattan, with a red pin and the number '3' indicating the inspection point.

If someone has an easy chance to protect their health and well-being, they will often use that opportunity. If they can also have a kind of newspaper “assurance” at least that the service is credible and as accurate as possible, that will, in my view, dramatically increase its use.

Food in real time?

PUGLIA

 Stampa  Commenta  Invia a un amico

Cuochi, Nord contro Sud con la cozza tarantina

I cuochi del Nord scendono a Selva di Fasano con l'obiettivo di ripetere lo storico successo ottenuto lo scorso anno da Matteo Cazzin del ristorante Tavern di Monselice (Padova)



ROMA - Ancora una volta sarà la sfida tra cuochi del Nord e cuochi del Sud il leit motiv del 7.mo Festival italiano della cucina con la cozza tarantina, la cui finale è in programma martedì a Selva di Fasano (Brindisi). L'evento, organizzato dal Centro di Cultura Renoir di Taranto, si propone di esaltare il prelibato frutto dei due mari di Taranto, attraverso il confronto tra i due stili della cucina settentrionale e meridionale.

I cuochi del Nord scendono a Selva di Fasano con l'obiettivo di ripetere lo storico successo ottenuto lo scorso anno da Matteo Cazzin del ristorante Tavern di Monselice (Padova). Il giovane chef padovano è stato il primo concorrente del Nord Italia, nelle sei edizioni fino ad allora disputate, ad essere riuscito nell'impresa di aggiudicarsi la vittoria del Festival. Intanto nelle fasi di qualificazione per l'edizione di quest'anno, il Veneto ha brillato ancora con Luigi Moressa. Lo chef padovano di Montegrotto Terme, titolare del ristorante Gero di Vanzo di San Pietro Viminario, ha infatti ottenuto il punteggio più alto.

24 MAGGIO 2009

 Stampa  Commenta  Invia a un amico

VOLI IN TEMPO REALE

Ora	Volo	Origine	Destinazione
20:19	U22835	MILANO MALPENSA	BARI
20:05	AZ1641	MILANO LINATE	BRINDISI
20:55	U22836	BARI	MILANO MALPENSA
20:55	AZ1644	BRINDISI	MILANO LINATE

From La Gazzetta del Mezzogiorno – 24 May 2009

When did newspapers decide that providing realtime airline arrivals and departure was more valuable than realtime food information?

11 June 2009 - IFRA Italia - Bari, Italy

Terry MAGUIRE -
tmaguire@newspaper.com

This is essential

The screenshot shows the CONAD website homepage. At the top, a navigation bar includes links for Home, Carte Conad, Telefonata, Newsletter, Domande Frequenti, Contattaci, and Mappa del sito. A search bar and a dropdown menu for 'In tutto il sito' are also present. The main header features the CONAD logo and the slogan 'Artisti nella Qualità'. Below this, there are four main navigation tabs: Prodotti, Promozioni, Servizi, and Conad per Te. The central banner promotes 'I Maestri del Benessere' with a call to action to read suggestions. To the right, there is a login section with fields for 'Nome utente' and 'Password', a 'Ricordami su questo computer' checkbox, and links for registration and account recovery. Below the main navigation, there are several promotional tiles: 'Scelti per Te' featuring Tramezzini, 'Registrazione' with a woman pushing a shopping cart, 'Il Cercaricette' offering over 1000 recipes, and 'Pensati per te' with a vegetable basket. A 'Trova il tuo Conad' section includes a map of Italy and a province selection dropdown. The 'BARI' location is highlighted with a red circle in the 'Pensati per te' section. The bottom right corner features a 'Catalogo Premi' section with the 'immagiri' logo and a link to 'Sfoggia il catalogo'.

Newspapers spend far too little time and effort on the relationship between their customers who shop in supermarkets – or wherever they shop – and a combination of those shopping places and the newspaper.

Gelato?

“The best ice-cream in Bari!

At the borders of the Borgo Murattiano, in a little old store without any signboard, there is the best homemade ice-cream parlour in Bari, "Colin" (short for Nicola, in barese dialect). Every day it's possible to choose among 6 or 7 different ice-cream flavours, but, according to me, the great speciality is the whipped cream, simply fantastic! During the summer, the coffee crushed-ice drink with whipped cream is a "must"!

About VirtualTourist VirtualTourist provides advice and recommendations from real travelers like you.

Advice on Hotels, Things to Do, Local Customs, Restaurants, from a unique insider's perspective - advice on over 58,000 destinations from over 1 million members worldwide.”



I'd like to think that gelato is an essential food. For others like me, there probably is some agreement! In any case, for those who believe this, what role does the newspaper play in my pursuit of gelato? Giornale and gelato sound like they belong together!

20 % of Italian consumer spending

Household consumption by consumption categories, 2005, in %

	Food, beverages & tobacco*	Clothing & footwear	Housing**	Health	Transport	Communi-cations	Recreation & culture	Education
EU27	19.4	5.7	33.1	3.4	11.9	3.3	8.4	1.0
Belgium	15.7	4.7	30.9	4.7	12.9	2.9	9.5	0.5
Bulgaria	35.3	3.1	37.7	4.3	5.0	4.6	2.9	0.5
Czech Republic	23.5	5.6	26.8	2.0	11.1	4.6	10.6	0.5
Denmark	15.2	4.9	36.0	2.7	13.8	2.4	11.4	0.4
Germany	12.9	4.8	35.0	3.6	13.3	2.9	11.1	0.8
Estonia	25.3	5.5	35.1	2.6	10.0	5.5	6.4	1.3
Ireland	17.9	5.1	30.6	2.5	11.6	3.4	10.1	1.9
Greece	18.9	7.0	30.2	5.9	10.4	3.8	4.2	2.4
Spain	20.3	6.9	35.0	2.2	10.5	2.7	6.4	1.1
France	15.7	6.6	32.4	4.2	13.5	3.3	6.9	0.6
Italy	20.4	7.0	35.4	3.9	11.9	2.2	5.8	0.7

When it comes down to numbers that should matter to newspapers, this one strikes me as near the top of the list. How good a job are newspapers doing in playing a core role in how Italians choose to spend the 20% of their budgets that they do on food? Look at the number for housing as well, and the process of thinking through essentials begins again.

Why not a Quicken for food?

(Provided, free with sponsorships and advertising, by your newspaper!)

The image shows a screenshot of the Quicken website homepage. At the top, there is a red navigation bar with the Quicken logo and links for 'Products & Services', 'Support', and 'Money Guide'. Below this is a blue banner with a 'Sign In' button and the text 'America's #1 Personal Finance Software - The easy way to manage your money'. The main content area features the headline 'Spend Smarter. Save More. Live Richly.' and a sub-headline 'New to Quicken? Quicken Online is a great way to get started - and the best part is, it's free!'. On the left, there are five benefit icons: 'Understand the big picture' (house icon), 'Take control of your finances' (piggy bank icon), 'Free yourself from debt' (credit card icon), 'Rest easy' (lock icon), and 'Attain peace of mind - on the go' (phone icon). On the right, there is a central graphic showing a computer monitor displaying the Quicken Online logo, with a 'FREE' starburst above it. Below the monitor is a list of accounts: 'Accounts' (Checking, Credit Card, Other), 'VISA Wells Fargo', and 'PAYPAL'. A green arrow points upwards from the accounts list to the monitor. Below the monitor are icons for a house, a car, and a graduation cap. At the bottom, there are two buttons: 'Start Now. It's FREE' and 'More Features'.

Millions of people are using this sort of application to manage their financial lives. Far fewer use it to manage their Information lives or their food. What an opportunity for the newspaper business to enter that field.

Enhance the customer's profile

- Where does the customer buy food most often?
- What are the places, including home, friends' homes, work and restaurants where the customer eats most often?
- What food does the customer grow?
- Offer alerts (SMS, e-mail, phone, etc) tied to these places with critical information like price, availability and weather

Where does the customer make food choices, how and when?

Make the newspaper a critical part of that decision-making at those locations

It's all about the database. For those of you who remember the film Mrs. Robinson, the database surely is one of the new "plastics"! Just how much do you know about your customers' habits in dealing with the above?









Serving customers, one at a time...

Harris Teeter
Your Neighborhood Food Market. Specials valid May 20 - 26

Your Top Specials All Specials Unreal Deals Quicklist Comments

Select Items To Add To List

Your Personal Top VIC Specials

<p>Yellow or White Corn HT Farmers Market</p>  <p>Sweet Save Big! 5/\$2</p>	<p>Vine Ripe Tomatoes HT Farmers Market</p>  <p>4 Pack Unreal Deal Valid Until 6/2 \$2.47</p>	<p>Tomatoes on the Vine HT Farmers Market</p>  <p>Hot House Bunch Save Big! \$2.49 lb</p>	<p>Harris Teeter Frozen Vegetables Assorted Varieties</p>  <p>10 ounce Unreal Deal Valid Until 6/2 77¢</p>
<p>Harris Teeter Classic Roast Coffee</p> 	<p>Harris Teeter Cereal Selected Varieties</p> 	<p>Harris Teeter Large White Eggs Grade A</p> 	<p>Whole Carrots HT Farmers Market</p> 

Current Shopping List

[Add your own item to list]

Your List is Currently Empty.

- Click a **picture** on the left to add to your shopping list.
- Clicking the item more than once will add to the quantity.
- To remove an item, set the quantity to zero.

We want your **feedback!** Please hit the **Comments** button above when done.

So much of what happens behind the scenes. This page generates items that I have purchased recently at this store.

Habit does not mean essential

- Newspapers have rested on habit despite huge churn rates in the US and elsewhere and the need to keep reselling the newspaper to new customers and bringing old ones back
- Rarely is this done on the basis of value-delivered or available; rather, it is either gimmick-driven or just argued on faith and principle – as opposed to practical value and worth
- “Essential” and “accurate” are the two most important words for newspapers in June of 2009 and beyond....
- If something is truly essential and fully accurate, how can customers do anything other than embrace it?

The idea of essential goes much beyond habit. In fact, habit is purely secondary in this analysis. If we must do something, it will become habit whether we like it or not. Meeting essential needs is, by definition, habit-forming.

Why not from a newspaper?

From: newsletter@barilla.com
To: TMAGUIRE@NEWSPAPER.COM
Cc:
Subject: Food news and lots more from barilla.com

Sent: Thu 5/28/20

Barilla NEWS

newsletter news n. 64

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- [A stroll through the Cinque Terre area](#)
- [Legs in the limelight](#)
- [An outdoor buffet](#)
- [An aromatic white from Riviera di Ponente](#)
- [Choosing an olive oil](#)

Liguria's Mediterranean flavours

Simple yet tasty and perfumed, Liguria's specialities are the result of an art that exploits and harmonises every available resource from its lands, set between the mountains and the sea

A stroll through the Cinque Terre area

An enchanted corner of Liguria, on the northwest coast of Italy, that simply must be explored, offering unforgettable landscapes punctuated by terraced vineyards and on

Here is another maker and vendor of Italian food. It seems to me that they have done very well in developing this newsletter as a kind of user's guide to what they make. This is not an overt sales pitch but rather good information offered in support of a hoped-for commercial transaction.

Essential supported by advertising

How can these pages be made more action-oriented?

The screenshot shows the top navigation bar of the LA STAMPA.it website. The main header includes the site name 'LA STAMPA.it CUCINA' and the date '13:41 Sabato 30/5/09'. Below the header is a search bar and a navigation menu with categories like 'OPINIONI', 'POLITICA', 'ESTERI', 'CRONACHE', 'COSTUME', 'ECONOMIA', 'TECNOLOGIA', 'CULTURA&SPETTACOLI', 'SPORT', 'ARTE', 'BENESSERE', 'CUCINA', 'MODA', 'MOTORI', 'SCIENZA', 'SCUOLA', 'VIAGGI', 'I TUOI DIRITTI', and 'PERIODICI'. The main content area features a recipe article titled 'Melanzane, polpo e paccheri al ragù Milano partenopea' by EDOARDO RASPELLI. The article text describes a restaurant in Milan and mentions several names. To the right of the article is a 'PRIMO PIANO' section with a photo of a dish and the title 'Valpolicella, fiori di zucca e stracotto'. Below this is a 'MULTIMEDIA' section with three 'FOTOGALLERY' items: 'Degustazione in bolla o a piedi tra le vigne?', 'Il parco goloso di Messer Tulipano', and 'Il libro con i segreti dello Ferran Adrià'. At the bottom right is a 'PUBBLICITA'' section with the text 'Esercitati con tuttopatenti.it'.

Everything essential I have mentioned can and should be supported by advertising and sponsorship. We need to look for all Of the moves that people make after finding something in any newspaper medium in pursuit of what they find And to insert the newspapers wherever opportunities present themselves. I asked an Italian friend in Milano what value he remembers getting most recently from a newspaper – “it's a restaurant, near to my home, I've seen rated by Corriere della Sera”, he replied.

This is still not essential enough

The New York Times
Thursday, May 28, 2009

Dining & Wine

Search All NYTimes.com

WORLD U.S. N.Y./REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REAL ESTATE AI

FASHION & STYLE DINING & WINE HOME & GARDEN WEDDINGS/CELEBRATIONS T MAGAZINE GLOBAL STYLE

CAFFEINE FREE **Diet Coke** GREAT TASTE IS TIMELESS
Just for the taste of it™ GET GREAT TASTE

THE TALK
The World Is His Oyster
By CHRISTINE MUHLKE

Sofia Sanchez and Mauro Longobardi for The New York Times

The designer Philippe Starck serenades his wife, Jasmine, while the chef José Andrés prepares a lobster.
When the design superstar Philippe Starck and his wife, Jasmine,

Multimedia

Canning, Step by Step
How to pickle asparagus, from blanching the vegetables and preparing the jars to sealing them shut for storage.

On Restaurants

2008 FUTURES BORDEAUX zachys.com

RECIPE SEARCH BETA

GREAT TASTE IS TIMELESS
GET RECIPES & TIPS

While The New York Times serves some of its core demographic well with this content, none of it is really essential. The Times basically ignores perhaps 85% of what people really need to have in information and services relating to food. Maybe that should be 95%.

So, what do I (the customer) do next?

- How much will this cost to make?
- Where I can buy the best ingredients? The cheapest?
- How can I save time and do it better?
- How will this make my life better?
- How to insert the newspaper into that decision tree?

I don't have to do most other things
– they are not **essential**; eating is.



The screenshot shows a newspaper website interface. At the top, there is a navigation bar with categories like 'ARTE', 'BENESSERE', 'CUCINA', 'MODA', 'MOTORI', 'SCIENZA', 'SCUOLA', 'VIAGGI', 'I TUOI DIRITTI', and 'PERIODIC'. Below this, the main content area features a recipe titled 'Sformato di patate' dated 2/6/2009. The recipe text includes instructions: 'Lessare le patate, sbuciarle e schiacciarle con lo schiacciapatate o con una forchetta.', 'Unire il burro, le uova sbattute, il sale, il latte, il parmigiano, il formaggio Asiago e, a piacere, un pizzico di noce moscata.', 'Imburrare una teglia da forno e cospargerla di pane grattugiato. Versare uno strato di composto, disporre le fettine di mozzarella, ricoprire il tutto con un nuovo strato di patate.', and 'Spolverare con pane grattugiato, aggiungere fiocchi di burro e cuocere in forno ben caldo per circa 20 minuti.' The ingredients list is: 'INGREDIENTI (4 persone): 500 g di patate, 150 g di formaggio Asiago, 1 mozzarella, 50 g parmigiano, 50 g di burro'. A red circle highlights the 'stampa', 'invia', and 'più siti' icons. On the right side, there is a sidebar with 'TUTTI ARTICOLI' and 'SEZIONI' tabs, and a list of other articles with dates: '2 giugno 2009 Sformato di patate', '23 maggio 2009 Paella veloce alle verdure', '17 maggio 2009 Mesciua spezzina', and '9 maggio 2009 Polpettine vegetariane'. At the bottom right, there is a red advertisement for 'News Eventi' and 'Sicilia On Line'.

After finding that content, the customer's questions are fairly clear.

My modest Mediterranean effort



MEDITERRANEAN MEDIA CENTER

THIS BLOG WILL REPORT REGULARLY ON THE DEVELOPMENT OF THE MEDITERRANEAN MEDIA CENTER (MMC) IN NICE, FRANCE. FOR INFORMATION, PLEASE CONTACT TERRY MAGUIRE
TMAGUIRE@NEWSPAPER.COM. WE WELCOME COMMENTS FROM ALL!

TUESDAY, JUNE 02, 2009

"EGYPTIAN-ITALIAN CONFERENCE ON FOOD SAFETY TO KICK OFF" - ANSAmed



POSTED BY TERRY MAGUIRE AT 11:11 AM 0 COMMENTS [LINKS TO THIS POST](#)

"GALASSIA GUTTENBERG OPENS TO FOOD AND CULTURE " - ANSAmed


ANSAmed


POSTED BY TERRY MAGUIRE AT 11:10 AM 0 COMMENTS [LINKS TO THIS POST](#)

SUNDAY, MAY 31, 2009

"Minuets, Sonatas and Politics for Palestinian Musicians in the West Bank" - NYTimes.com

POSTED BY TERRY MAGUIRE AT 9:00 PM 0 COMMENTS [LINKS TO THIS POST](#) 



For updates...

 Preview Powered by FeedBlitz

BLOG ARCHIVE

- ▼ 2009 (105)
 - ▼ June (2)
 - "EGYPTIAN-ITALIAN CONFERENCE ON FOOD SAFETY TO KIC...
 - "GALASSIA GUTTENBERG OPENS TO FOOD AND CULTURE " -...
 - ▶ May (13)
 - ▶ April (7)
 - ▶ March (38)
 - ▶ February (21)
 - ▶ January (24)
- ▶ 2008 (617)

This is one of so many places in which we should be able to talk more constructively about all of the issues on the agenda for this conference.

In Spain...

LA MARCA NÚMERO 1 DEL MUNDO EN ESTEROLES VEGETALES

elmundo.es SALUD

ESPAÑA | MUNDO | ECONOMÍA | CULTURA | CIENCIA | TECNOLOGÍA | DEPORTES | SALUD | COMUNICACIÓN | TV | MADRID | BCN | IB | CVA | CYL | más secciones | Fotos | Videos | Gráficos

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Portada > Salud > Nutrición

COMER SANO FUERA DE CASA

Un sello identificará a los restaurantes saludables

Para formar parte de esta iniciativa, los locales deben cumplir con un decálogo que incluye ofrecer siempre verduras y legumbres como opción de primer plato. »

- ▶ **Especial:** Nutrición
- ▶ Cheques de comida sana

ENCUESTA

La tripa de los padres también crece en el embarazo de sus mujeres

Una encuesta del Reino Unido acaba de revelar que los futuros padres suelen ganar unos 6,35 kilos de media durante la gestación de sus parejas. »

ANÁLISIS DE HÁBITOS

Jueves, 28 mayo 2009. Actualizado 16:59 (CET)

patrocinado por Unilever

ESPECIALES
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publicidad

Newspapers in all Mediterranean countries likely do something in food content, but nothing any more inspired than elsewhere.

In Morocco....

La Gazette
du Maroc

N°625 - 22 Mai 2009

Femmes Marocaines
Rencontrez Des Femmes Marocaines À
La Recherche De L'Âme Sœur

Riad De Luxe Marrakech
5 minutes de la Place Jemma lafna
Jaccuzi Hammam Suites Terrasse

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Actualité

Laser Maroc

- Maladies animalières, Réseau maghrébin d'observation et de contrôle
- Marrakech. Euromed Management installe son campus africain
- 123 MDH pour la restauration de casbahs et ksour
- Personnes âgées
- Académie «Arts-Sciences-Lettres». Six Marocains primés
- Rome. Nabil Benabdallah plaide la cause nationale
- Enclaves espagnoles
- Maroc/UE. Le « Statut avancé »...avance
- 53 ème anniversaire de la DGSN. Colloque sur la criminalité transnationale organisée
- Le Maroc exportateur de villes nouvelles

Malnutrition et «Mac'rues»

Réalisée par Mohamed AHED et Danilo Casti
22 Mai 2009

Que mange-t-on dans la rue ? Avec l'instauration de l'horaire continu, ouvriers, employés et fonctionnaires ont recours aux sandwichs pour se nourrir. Face à la cherté de la vie, beaucoup n'ont pas le choix. Ils se contentent du moins cher : conserves, sardines frites dans de l'huile longuement utilisée, hamburgers confectionnés avec de la viande hachée d'origine douteuse... Que mange-t-on et que boit-on même lorsqu'on fait ses provisions dans des épicerie ou grandes surfaces ? Dans les grandes villes, beaucoup de nos concitoyens crachent dans la rue, sans gêne aucune. En face ou à côté de vous, le geste n'est plus considéré comme une insulte. Face aux fraudeurs habiles et nombreux, de petites équipes très réduites et sans moyen s'activent sans résultat convainquant... Pourtant, le poisson pourri remplit les marchés, les conserves périmées aussi. Enquête et constats sur un phénomène qui a rendu beaucoup de Marocains malades, ulcéreux, obèses, diabétiques...



IMPRIMER CET ARTICLE | TRANSMETTRE CET ARTICLE

Sondage

Le Maroc en 2006 ?

- Sur la bonne voie
- Peu de changements
- Le pays est en régression

Voter

Résultat

I am sorry that I cannot easily insert any good Arabic language examples.

In Tunisia...

La Presse.tn
EDITION EN LIGNE DU PREMIER QUOTIDIEN DE TUNISIE

Jeudi 28 Mai 2009 Newsletter Nos archives Sélection PDF Qui sommes-nous ?

RECHERCHE
Cette édition ▾

Société

Régime alimentaire
A quand le contrat de confiance ?
A-t-on l'habitude de demander conseil au moins une fois dans sa vie à un nutritionniste, pour apprendre à manger sainement, adapter un régime équilibré à ses enfants, à sa vie, à son rythme et à son âge? La réponse serait plutôt par la négation, d'abord parce que cette histoire de consulter une tierce personne pour interférer entre notre assiette et nous n'est pas au goût de beaucoup.

Les nuisances pendant la saison estivale : Des comportements à bannir pour un meilleur confort de vie

El Haouaria : Une fête où l'épervier est roi

The formula for newspapers is pretty much the same everywhere.

In Lebanon...

L'Orient LE JOUR
LE QUOTIDIEN LIBANAIS D'EXPRESSION FRANÇAISE

Le vendredi 29 mai 2009 Beyrouth

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ÉDITORIAL

- > Produit inflammable
Issa Goraieb

CHRONIQUE

- > Toutes griffes dehors...
Nagib Aoun
- > Bloc-Notes
Abdo Chakhtoura
- > Fermez le ban !
Gaby Nasr
- > Perspective
Michel Touma
- > Impression
Fifi Abou Dib

DOSSIERS

- 1 Législatives : juin 2009
- 1 Les combats de Swat, un défi militaire et humanitaire
- 1 Bientôt une loi pour pénaliser la violence exercée contre la femme
- 1 Europa jaratouna
- > Chronologie du Liban

Buy lebanese Livraison Mondiale à partir du Liban depuis 2000

Prenez vos désirs pour des réalités

SANTÉ

Manger du poisson gras une fois par semaine réduit le risque d'attaque cardiaque

Les hommes qui consomment du poisson gras une fois par semaine ont 12 % de risques de moins que les autres de subir une crise cardiaque, selon une étude. (Dusan Zidar)

Manger du saumon ou un autre poisson gras une fois par semaine pourrait réduire le risque d'insuffisance cardiaque chez les hommes, selon une étude publiée dans l'édition en ligne... **Plus...**

En Angleterre, les buveurs ne font

Avis important de l'OMS

DERNIÈRES DÉPÊCHES

Liban et Proche-Orient International

AFRIQUE.com

RCA: les prêtres reprennent leurs activités

Niger: la CEDEAO prône le dialogue

Guinée: décès de Ba Mamadou

Nigeria: Shell contre la famille Ken Saro Wiwa

RDC: une ong critique le procès de Maheshe

SONDAGE

Selon vous, quel axe s'ingère le plus dans les législatives libanaises ?

- L'axe syro-iranien
- L'axe saoudo-américain

Votez

Réagissez

Législatives 2009

Kapilano virtual econo
Create your own corporation in a virtual econo

tree gam
register now

Internet | Protected Mode: On | Change Zoom Level

I'd like to see us do a thorough study of what's been done where in this region and then try to push the edge of that envelope toward some of the new initiatives I have mentioned here.

In Turkey...

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- Health Briefs
- Weird But True
- Sports
- Turkish Press Review
- Today's think

Women Health

The diet minefield

One of the questions I get asked more than any other is "Where do I start and how do I start?"

Many people have no idea how to diet successfully. They begin with vague ideas of cutting down on this and cutting out that and before they know it, they fall off the wagon within a matter of days.



What's the answer?

One thing I have learned in seven years of doing fitness and doing it up to the competition level is that there no one-size-fits-all answer.

Today's interactive toolbox

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- Special collections for beautiful brides and handsome grooms
- BOSS Black attains perfection again
- The diet minefield
- Kill or cure – health myths examined
- Spring is here, so is allergy season
- A sublime scent from

There are countless opportunities to be essential and this is surely that for many people.

Italia

The country of food

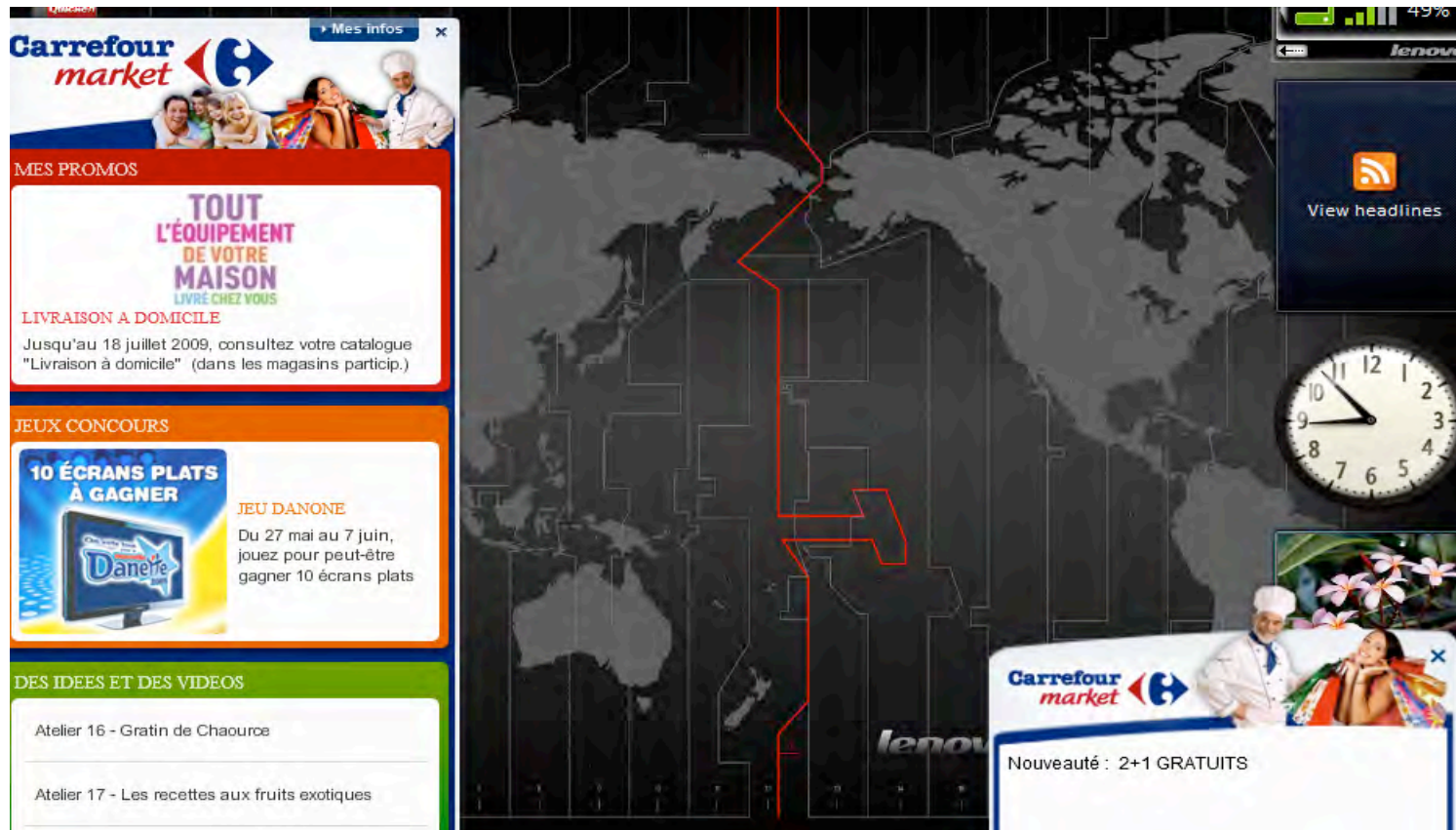
If there is any country in the world where the opportunity exists to link newspapers with their customers and their food, it is surely Italy.

Here's what I added to "my space"

The screenshot shows a personalized Google homepage. At the top, there are navigation links for Web, Images, Video, Maps, News, Shopping, Gmail, and more. The user's email address, wtterrismaguire@gmail.com, and links for Classic Home and My Account are visible. The main search area features the iGoogle logo, a search bar, and buttons for Google Search and I'm Feeling Lucky. Below the search area, there are several widgets: a Home sidebar with various links, a widget titled 'lastampa.it - Cucina' containing three recipe links (Melanzane, polpo e paccheri; Milano partenopea; Una croatina per pane e salame), a Google Translate widget, a Weather widget for Chapel Hill, NC (75°F), a Top Stories widget with headlines like 'Pakistan army retakes main Swat town' and 'Obama Confident in Sotomayor's Record', and another Weather widget for Nice (73°F). A red circle highlights the 'lastampa.it - Cucina' widget.

Some of what I put on this page is essential, but barely so. Probably the weather comes closest.

Newspaper version of this?



Widgets offer tremendous opportunities for newspapers and others to address essential needs and interests.

This is life or death essential for some

FDA Peanut Product Recall Widget

FDA Product Recall List

FDA Salmonella

Peanut Product Recall

Information current as of
29 Apr 2009 16:00:00 GMT

Search GO

- [Brownie Product Recalls](#)
- [Cake and Pie Product Recalls](#)
- [Candy Product Recalls](#)
- [Cereal Product Recalls](#)
- [Cookie Product Recalls](#)
- [Cracker Product Recalls](#)
- [Donut Product Recalls](#)
- [Dressing and Seasoning Product Recalls](#)
- [Fruit and Vegetable Product Recalls](#)
- [Ice Cream Product Recalls](#)

www.fda.gov [disclaimer](#) www.cdc.gov

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The FDA Peanut-Containing Product Recall widget allows you to browse the Food and Drug Administration (FDA) database of peanut butter and peanut-containing products subject to recall. This database makes it easier for you to determine whether any of the products you have at home are subject to recent recalls, and will be updated as new information becomes available.

Copy This Code for FDA Peanut-Containing Product Recall:

```
<h3 id="start-widget-focus" style="margin-top: 10px; margin-bottom: -10px;"><a href="http://www.accessdata.fda.gov/scripts/peanutbutterrecall/index.cfm" style="margin-left: 40px; font-weight: bold;" title="Jump directly to the
```

[Add to Google](#)

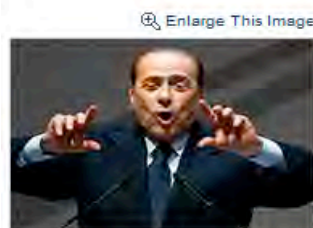
There is no question but that for peanut eaters in the US, this is as essential as it gets.

Is this essential?

Prime Minister's Escapades Finally Raise Eyebrows

By RACHEL DONADIO
Published: May 26, 2009

ROME — When the wife of Prime Minister [Silvio Berlusconi](#) took to the front pages this month to announce that she wanted a divorce and accused him of dallying with very young women, it seemed like yet another storm that Italy's most powerful man would easily weather. For years, Italy has winked at Mr. Berlusconi, where other nations might have glared.



Enlarge This Image

Remo Casilli/Reuters

Much of Prime Minister Silvio Berlusconi's success stems from his uncanny ability to read the national mood of Italians.

But then things took a turn for the surreal.

First came a rare and inescapable torrent of speculation — in blogs, on television and radio, at dinner tables across Italy — about the nature and origins of his relationship with Noemi Letizia, a pretty blond aspiring model whose 18th birthday party he attended in Naples last month, and who has said she calls him Daddy. This was the party that caused Mr. Berlusconi's wife to declare their marriage, one year older than Ms. Letizia, over.

More recent are allegations, potentially more damaging, that Mr. Berlusconi, 72, invited Ms. Letizia and about 40 other girls, some like her at the time younger than 18, to spend [New Year's Eve](#) at one of his villas in Sardinia.

Much of Mr. Berlusconi's success has stemmed from his uncanny ability to read the national mood. Now many wonder if he has finally miscalculated it and is pushing tolerant Italians

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No, but that does not make it anything other than important!

There is hope here

MediaNews to Begin Customized Printing in Denver Homes Next Week

Posted by Bill Mitchell at 4:57 AM on May 28, 2009

MediaNews Group will print personalized newsletters in consumers' homes for the first time next week, with the company's hopes pinned more on advertising than news.

The "Individuated News" project, still in testing, has been under way since early April when the company began producing the 12-page product for a dozen extended-stay guests at the Downtown Denver Marriott Residence Inn. MediaNews publishes *The Denver Post* and its corporate headquarters is in Denver.

Peter Vandevanter, the company's vice president of targeted products, said Wednesday the experiment will be expanded to 25 homes on June 3 in the Highlands neighborhood of Denver and 60 guests at the Marriott in July. The company plans to install the printers in 300 homes this August in Los Angeles, where MediaNews operates the Los Angeles *Daily News*.



MediaNews VP Peter Vandevanter

Unlike many Internet projects that may be popular but lack a business model, Vandevanter said, "This is kind of the opposite. We know the business model is solid, and we'll find out how popular it will be."

He summed up the business model like this: Consumers pay the printer's manufacturer a highly discounted price for the Internet-equipped device and they pay a modest subscription price to the local newspaper. The newspaper reimburses the consumer for

The important point is not the specific technology but rather the ability to move further in the direction of delivering essential information and services unique to each customer.

Essential is not to be subtle

CELEBRATING AMERICA'S LOVE OF FOOD MAY 29, 2009

relish

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relish circulation sales

AMERICA'S LARGEST FOOD MAGAZINE
- distributed exclusively through newspapers

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Recipes by Ingredient
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- [Brisket Recipes from Relish Readers](#)
- [Help Grow Your Soup](#)
- [Grilled Summer Vegetables](#)
- [Mother's Day Brunch](#)
- [A Good Glass of Wine](#)

I don't think that newspapers can deal with this by simply buying someone else's content, unless the content responds specifically to the essential needs of customers. This may be good content, but shoveling more content to customers is a far cry from responding to specific needs.

Surely, this is essential

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The New York Times
Friday, May 29, 2009

Dining & Wine

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Bitten

Mark Bittman on Food

May 29, 2009, 11:39 AM

Real Food Can Be Cheaper Than Junk Food

By MARK BITTMAN

[CookforGood.com](#) has a compelling set of instructions for how to shop and cook inexpensively enough to live on food stamps. Well thought out and presented. This is a long and ongoing discussion – worthy of a cookbook, really – but here is a nice start.

The person who brought this challenge to my attention is Jill Richardson, who runs [lavidalocavore.org](#) (fast becoming my favorite) and who argues that people on food stamps may be not only short on cash but without easy transportation to adequate grocery stores.

Ms. Richardson also maintains that food stamp recipients may not have the cooking equipment and/or skill needed to get the cooking done. She proceeds to quote the often brilliant Adam Drewnowski, thusly:

“When you suggest that people buy rice, pasta, and beans, you

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Previous Post: Grill, Baby, Grill

Next Post: Lucky Leaves for Pesto

FEATURED RECIPE

Escarole and Bell Peppers With Olive Oil
This classic braised escarole dish relies on a hefty amount of garlic and olive oil.

THIS WEEK'S MINIMALIST

Fresh Strawberries With Almond Crème Anglaise
Almond-tinged custard served warm, over good strawberries, is almost as good an option for summer's bounty as shortcake.

• Video: Fresh Strawberries With Almond Crème Anglaise

Advertise on NYTimes.com

Mv Anti-Aaina Secret 2009

This meets an essential need not often voiced and surely not answered well enough by newspapers – how to eat well for less.

Health is essential, too

TERRY, you currently have no prescriptions due for refill

Use the drop-down menus to sort and view CVS/pharmacy prescriptions for your accounts. If you'd like to order refills, check the box next to your chosen prescription and click Fill Selected Prescriptions. **Please note:** Prescriptions that were originally filled more than 12 months ago may not appear.

Prescriptions Rx Records Set Up Reminders >

View All Patients ▾ View All Prescriptions ▾ Group by Patient ▾

2 Items Found Items Per page: 20 ▾ Page: 1 of 1 ▾

TERRY MAGUIRE

Select	Prescription	Status	Refills	Date of Last Fill	Amount Paid	Reminder
<input type="checkbox"/>	Rx #0311104 TAMIFLU 75 MG GELCAP Dr. LEE BANKAITIS 919-932-1171		0 Remain Until 04/30/2010	04/30/2009 CVS # 7321 11314 US 15-501 NORTH CHAPEL HILL, NC, 27514 919-929-5664	\$23.73	No
<input type="checkbox"/>	Rx #0221966 XALATAN 0.005% EYE DROPS Dr. ATHINA GIANNOPOULOS 919-419-8319	EXPIRED	0 Remain Until 05/15/2009	02/24/2009 CVS # 7321 11314 US 15-501 NORTH CHAPEL HILL, NC, 27514 919-929-5664	\$59.63	No

2 Items Found Page: 1 of 1 ▾

Can't find your prescription here? [Refill using your CVS/pharmacy prescription label.](#) Fill Selected Prescriptions >

The more personalized the information on an account page, the greater the perceived value of what value has been delivered. This is my account at our local drugstore. It's a shame to see the stated value delivered by a drug store so much higher than what I get from my New York Times subscription.

Essential and accurate.....

“We sell cars cheap and we tell the truth”

Automobile commercial on local television in North Carolina June 2009

--

“LifeLock, the industry leader in proactive identity theft protection, offers a proactive solution to help prevent your identity from being stolen before it happens. We'll protect your identity and personal information for only \$10 a month - and we guarantee our service up to \$1,000,000.”

What is “guaranteed accuracy” worth to customers? How important is content accuracy? Is this a way to distinguish newspapers from other sources in the internet? Reporting on a health issue like swine flu, for example?

I heard this on local television in Chapel Hill before leaving the US. I think it could read very well in describing what a newspaper does.

Essential coffee?

Starbucks Is Now the Official Joe of 'Morning Joe'

By BRIAN STELTER
Published: May 31, 2009

The hosts of "Morning Joe" on MSNBC seem to drink [Starbucks](#) every day. Joe Scarborough, the show's namesake and co-host, sips Frappuccinos on camera so often that some viewers have wondered whether it is a form of product placement, paid for by the coffee company. Starting Monday, it will be.



MSNBC
The new logo for "Morning Joe" on MSNBC.

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Starbucks is becoming a naming sponsor of "Morning Joe," in what is the closest integration between an advertiser and a national news program in recent memory. Harkening back to the "Camel News Caravan," an [NBC](#) news roundup sponsored by a cigarette manufacturer in the 1950s, graphics and voice-overs will tell viewers that "Morning Joe" is "brewed by Starbucks."

Referring to the penchant for Starbucks by Mr. Scarborough and the co-host Mika Brzezinski, the president of MSNBC, Phil Griffin, joked, "We've been doing this for free for a couple of years."

Which newspapers have taken on sponsors that are naturally linked with the act of reading a newspaper, as is coffee?

Latest Illy deal with a newspaper?

illy issimo
22 May 2009

The classic taste of illy is now available in **illy issimo**, a new line of three bold and energizing ready-to-drink coffee beverages designed for on-the-go refreshment, the result of a partnership between illycaffè and The Coca-Cola Company.

All natural with no added preservatives, illy issimo is a sophisticated blend of authentic espresso coffee with just a hint of sweetness, packaged in a stylish, slim can and best enjoyed chilled. Perfect for the on-the-go lifestyle, issimo is a new way to enjoy the intense pleasure of illy — in the car, while studying, at the office, during any activity — without sacrificing genuine espresso quality.

Available in three delicious flavors:

- **Caffè** Bold and energizing, with the full-bodied character of real Italian espresso plus a touch of sweetness.
- **Cappuccino** Uplifting rich and fragrant espresso blended with milk and exotic dark cacao, balanced with a hint of sweetness.
- **Latte Macchiato** A smooth and silky swirl of fresh espresso taste perfectly blended with velvety milk and sugar.



This looks like a good deal for Illy and Coca-Cola. What is the best example of a deal of this sort with a newspaper in Italy? Or anywhere?

The core change for newspapers

From being a journalism-centered, advertising and circulation-financed critical societal institution and important business.....

.....to becoming a nimble, information service business meeting the essential and accurate information needs of the market.

Less of a destination and more of an array of essential and accurate services;
less “read” the newspaper and more get something done.

This is critical.

How to pay for this?

- Stop thinking about selling information and start thinking about what people need to do that involves information in any medium and is essential to their lives
- Start with essentials like food, housing, employment, and health
- Know what customers consider most important in their lives that depends on quality information and service
- Insert the newspaper into the way customers meet these fundamental needs, expanding the definition of newspaper to include much more, but always based on comprehensiveness, accuracy, reliability
- Charge people for what they need, not what you think they might like
- Make what the newspaper offers indispensable in the lives of your existing and potential customers; switch from being a choice to being a necessity for all those people.

The needed change in mindset.

FAQ #1 – Which newspaper is taking this approach today?

Virtually no one of whom I am aware.

This is a very sad reflection on the newspaper business today. Perhaps there is a newspaper out there that is taking this approach – providing “essential” information and services to customers, but I have not seen it yet.

FAQ #2 – How much would this approach cost?

Very little in financial capital; huge amounts in human capital.

Most all of what I am proposing is a function of a computer programming and creative design, plus solid marketing to customers. As such, it would not entail significant financial investment compared to other newspaper costs. The most difficult challenge my approach presents is in human resources. The challenge of reorienting people who thought they were in a “one way” medium almost independent of their customers to a focus on interaction and proximity to each customer, by name, is a daunting task. Many people, from my experience, will not be able to make this conversion and will have to be replaced. That is no reflection on their worth, but only on their ability to play this new role.

FAQ #3 – Is this approach really feasible with existing newspapers?

Yes, without question.

The technology exists.

The smart people are alive to do it.

The market demands it.

Your future depends upon it.

I remain fundamentally and enthusiastically bullish on newspapers. The role played by newspapers in so many countries is critical and I believe we in the business of newspapers must work intelligently and rapidly to preserve that role. The approach I have outlined provides in my view the last clear option for doing so. A failure to return to an “essential” role in the lives of customers risks sidelining newspapers to be only niche players in a game made up of people far less determined to fulfill the historic service role of newspapers in being the eyes, ears, conscience, and communicator of the communities they serve. This approach presents the only chance I see for newspapers to succeed, and if adopted, to be even more important in the future than they have been in the past.

I have tried to get you thinking in a little different way in these turbulent times. The future of newspapers depends, I believe, on this kind of reorientation. What you do right now will determine whether there will be an IFRA Italia in 2020 or any newspapers to buy and read at all. Thank you for your attention! Grazie!

TMAGUIRE@NEWSPAPER.COM

It would be great to see at least one Italian newspaper move aggressively in this direction.

Please feel free to contact me with any question whatsoever. I will do my very best to respond quickly.

Thank you again for the opportunity to join you in Bari.

Now, back to essentials - Il Melograno!



Now, finally, we arrive at something really ESSENTIAL!