



Local Media Works Awards
James Murphy, Adam&Eve co-founder

I was very flattered to be asked to come and speak tonight because I'm a big fan of local media and in particular local press.

I'm a Norfolk boy, grew up near Norwich so I grew up on a staple diet of the Eastern Daily Press, the Mercury.

And I'm very proud to see amazing businesses in local media like Archant based in my old home city and really when we think about local press and media

It's right at the centre of the single biggest question facing news media publishers at the moment and that is how to monetise the content that they invest in.

Publishers with a background in printed newspapers are by far the biggest investors in news – way ahead of TV, radio and even the big online players.

But the advertising value chain does not currently mirror this picture. It creates a fundamental mismatch between investment in content and the commercial benefits derived from doing so.

As heavy investors in content creation, local media publishers feel the effects of this as keenly as any of the other players in the publishing sector.

Local media publishers have thousands of local newspaper journalists on the ground in communities, talking to local people about the important issues that matter to their lives.

This information is used to generate unique local content which people care about and want to consume because it's important to them.

If you run a local business and you're concerned about red tape being introduced by the council you talk to your local paper about it.

If you want to blow the whistle on wrongdoing or corruption in a local institution, you talk to your local paper and they will investigate.

Or, if you want to rally the community behind a cause that you feel is important, you talk to your local paper.

No other media enjoys this fluid interaction, this two-way engagement with its audiences. Local newspaper readers shape the product that they then consume.

Take, for example, the EU referendum. In response to reader feedback on the result, Archant

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launched a brand new newspaper, The New European, from scratch.

In just nine days.

Now, whatever your views are on the referendum result, that's an incredible example of innovation and execution in response to the market's rapidly changing needs.

As communicators, we know that appearing in local media works for national brands.

It actually provides a very unique stage for big brands and, surprisingly, premium brands, to reach out to local audiences.

And that's because appearing next to highly trusted and unique local content gives those messages much more relevance and impact.

People's concerns, hopes and aspirations differ hugely according to where they live.

Local creative which understands and taps into these geographic differences is always going to be more effective, more cut through, have more emotional resonance than creative which speaks to a whole national audience.

But we, as communicators, are probably guilty at the moment of underusing this powerful and effective channel.

Too often it drops off the schedule or it drops down the schedule, and it's a mistake that needs to be corrected.

We need to revisit local media and remind ourselves of the clear benefits of using it.

By doing this, not only will we create more effective campaigns for our clients but we will also reward the content creators for their investment in news.

We have a clear responsibility to do this.

A responsibility to contribute to a healthy and vibrant media environment in which brilliant content is fairly rewarded, resulting in strong platforms for brands to communicate with the marketplace.

And, of course, a responsibility to produce the most effective campaigns that really reach our clients' customers.

Local media publishers, the content creators, have a fundamental role to play in the healthy, vibrant media industry we all want to work in.

I would like to finish by wishing everyone here tonight best of luck with the awards and to hand you back to Rich Clarke who will reveal the winners. Good luck and thank you.

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