



# GRAHAM MEDIA GROUP

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Vice President & Chief Innovation Officer



GRAHAM MEDIA GROUP



KSAT – San Antonio  
KPRC - Houston

Corporate - Chicago

WDIV – Detroit  
Graham Digital - Detroit

WSLS - Roanoke

Social News Desk - Atlanta

WJXT/WCWJ – Jacksonville  
WKMG - Orlando

# Revenue Growth Strategies

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1. **Optimizing Passive Revenue & Programmatic** -> launching WaPo Zeus Performance platform
2. **Realigning AE Comp** to “the right kind of sale” and Goal Attainment
3. **Category Focus:** Education, Home Improvement, Health
4. **Prospecting** – Refocus on training on tools



# Revenue Growth Strategies

5. Omne (Digital Agency) Launch - AE training on Results, Reporting, and ROI
6. New Revenue Opportunities – Town Hall Meetings, Virtual Event Series, Email
7. Membership Effort – DTC, e-commerce, deals, sponsorship

