

Newsy Brand Studio Presents

MODERN METROPOLIS

Preparing today's cities for tomorrow's challenges





newsy

newsy



SCRIPPS





We think people
deserve better.

DISTINCTIVE
BRAND OF JOURNALISM

CENTERS
OF POWER



RICH
STORYTELLING
IN THE HEARTLAND



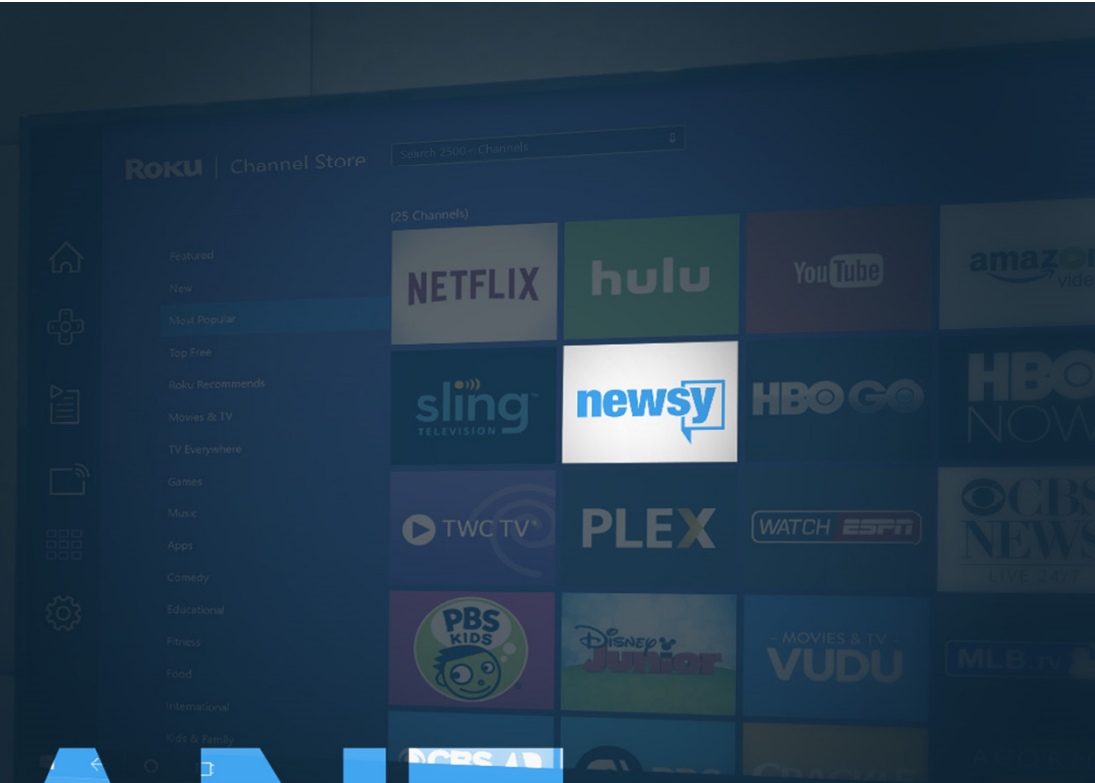
DIVERSE
PRESENTERS
& CONTENT
ACROSS
THE GLOBE



DISTINCTIVE
BRAND OF JOURNALISM

A
GREAT
JOURNALISM BRAND
NEEDS TO BE
GREAT ON
ALL PLATFORMS

newsy



DOMINANT FORCE IN OTT



LIVE
DAILY PROGRAMS



DIVERSE MIX
OF CONTENT



SPECIALS &
LONG-FORM SERIES



24-HOUR CABLE NEWS CHANNEL



newsy
Brand Studio

NEWSY
BRAND STUDIO

BE PART OF A BIGGER STORY...



DIVERSE
FORMATS



CUSTOM CONTENT
OR TOPICAL
ALIGNMENTS



LEVERAGE CONTENT
BEYOND NEWSY'S
PLATFORMS

NEWSWORTHY

STORIES WORTH TELLING

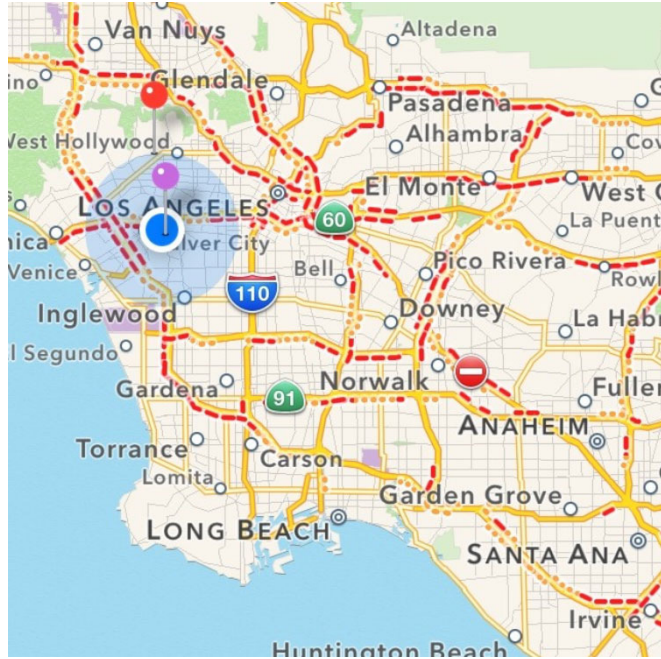
CEO ACTIVISM
BLACKROCK'S LETTER TO CEOs
CONSUMERS VOTING WITH THEIR \$
WHAT MATTERS TO TODAY'S CONSUMERS
BRAND'S IMPACT ON PEOPLE, PLANET & SOCIETY

Newsy Brand Studio Presents

MODERN METROPOLIS

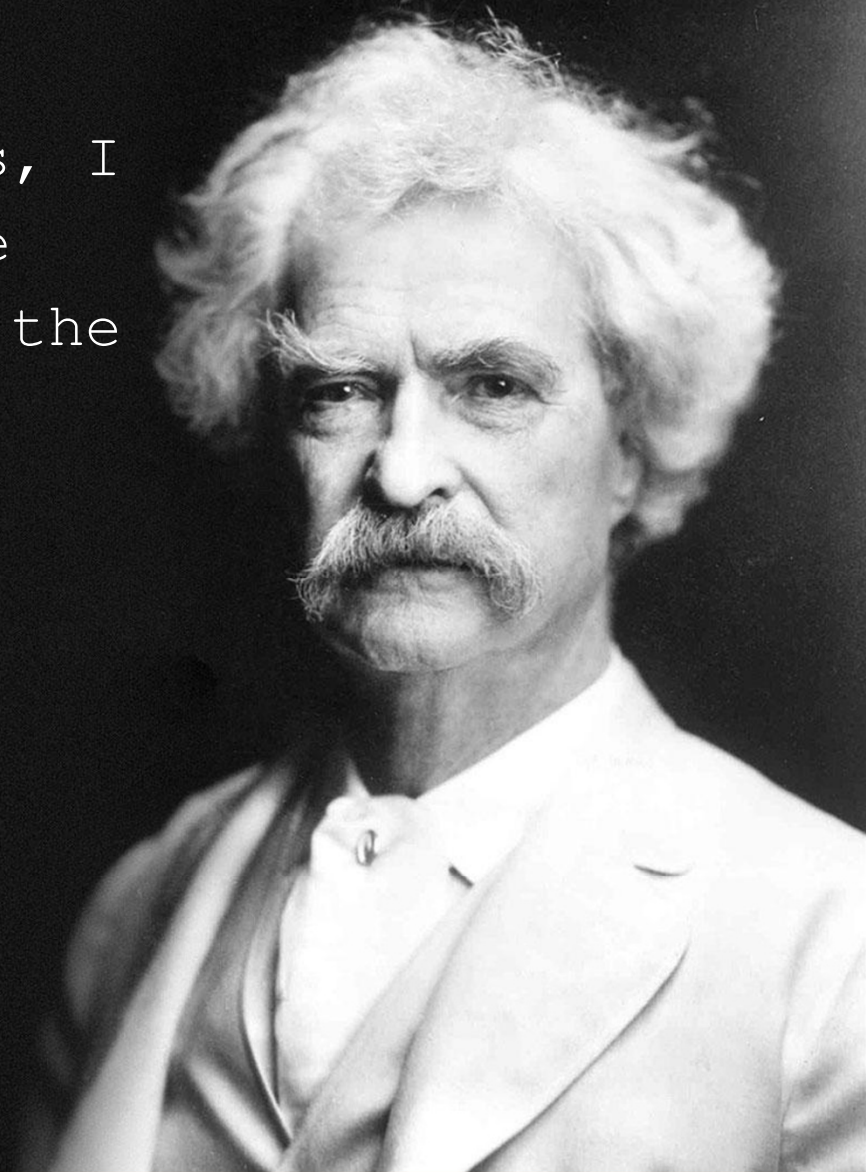
Preparing today's cities for tomorrow's challenges

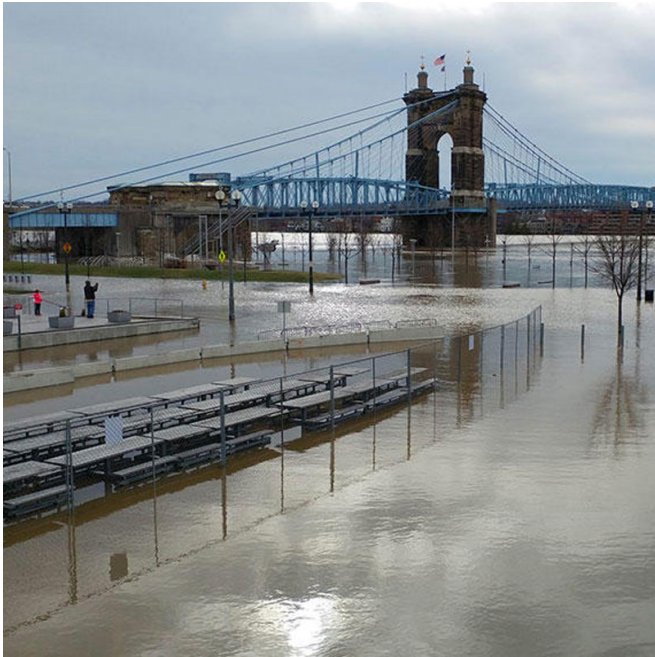
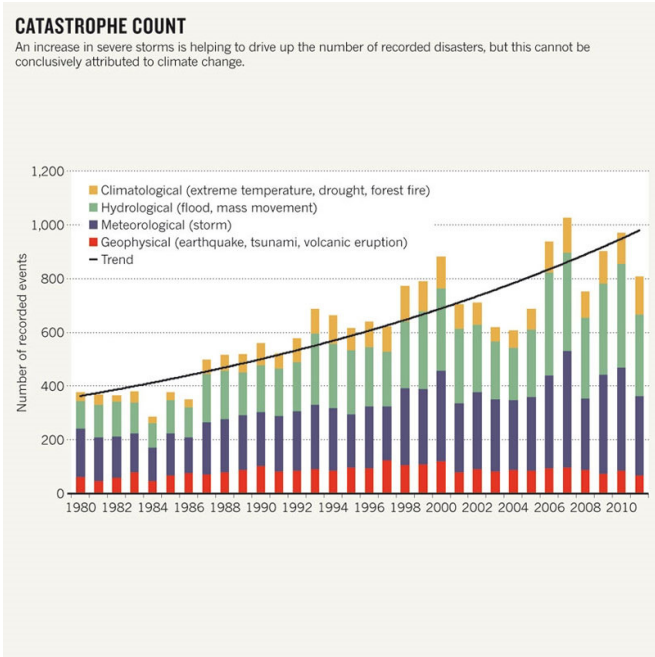




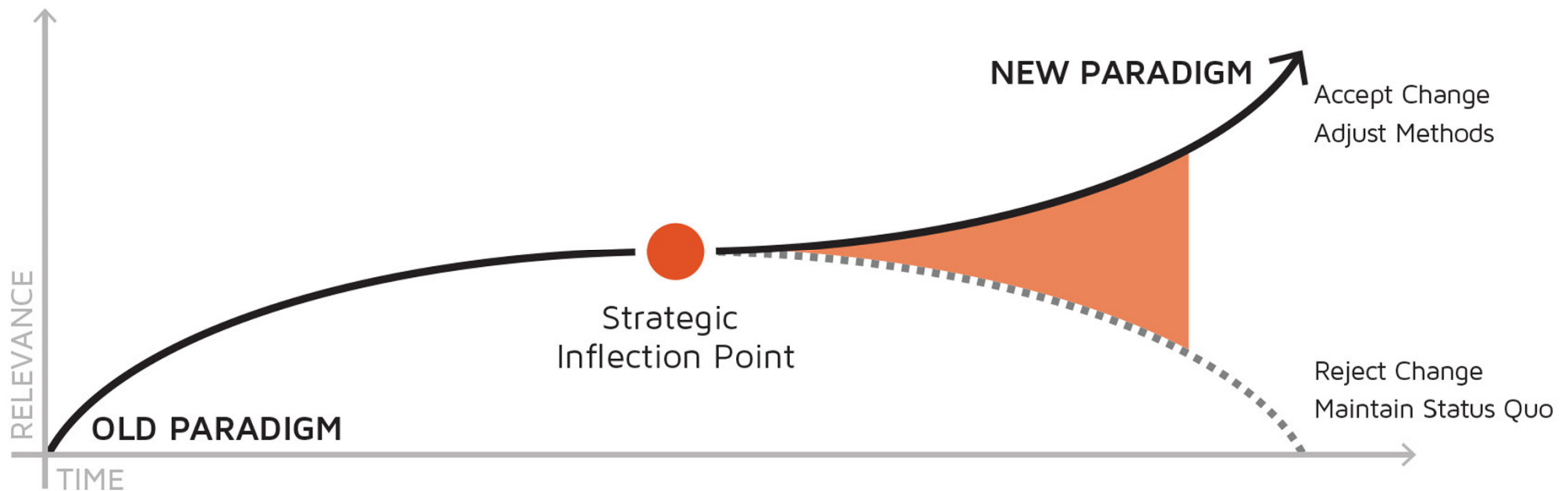
"When the end of the world comes, I want to be in Cincinnati because it's always twenty years behind the times."

- Mark Twain - (supposedly)





An inflection point is an event that results in a significant change in the progress of a company, industry, sector, economy or geopolitical situation and can be considered a turning point after which a dramatic change, with either positive or negative results, is expected to result.



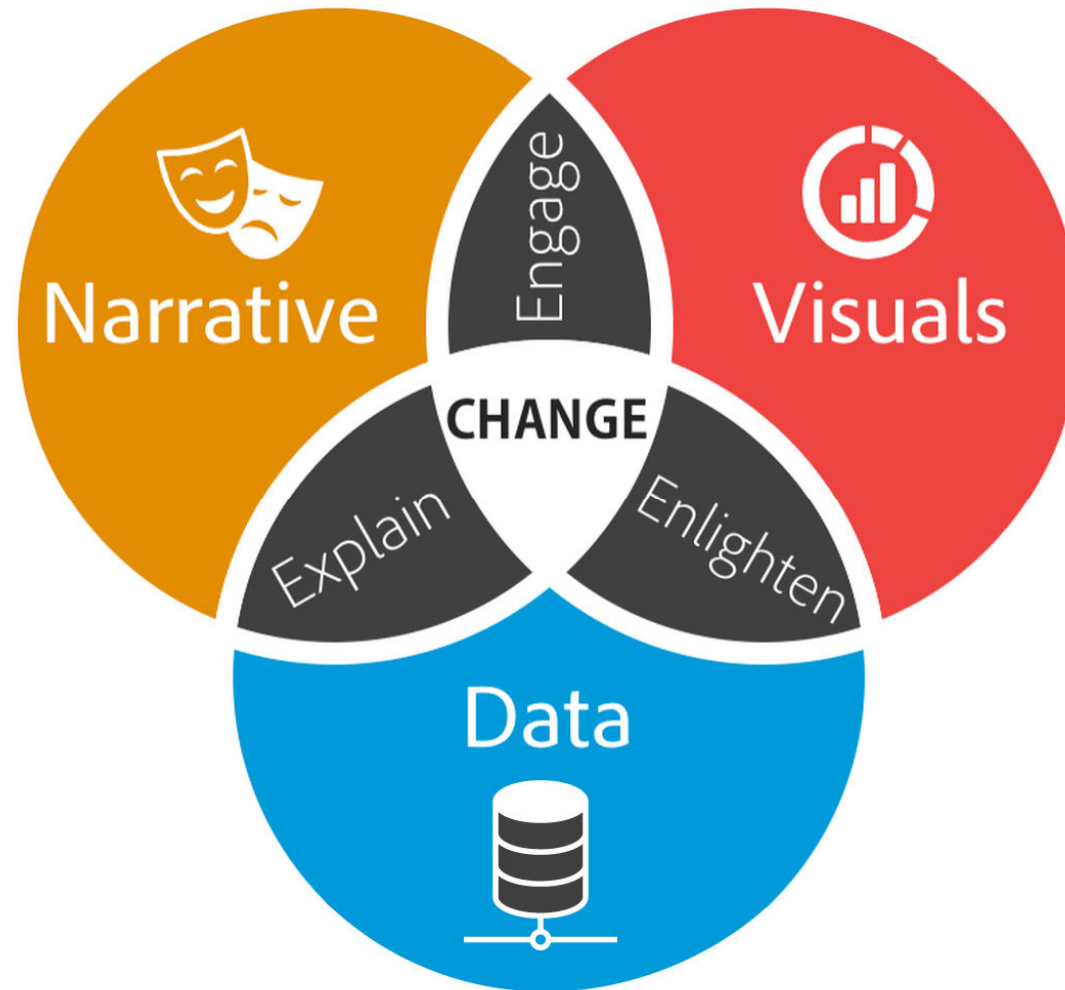
Assuming Mark Twain is correct and coupled with the fact that hindsight is 20/20, being "20 Years Behind" could actually be one of our greatest strengths



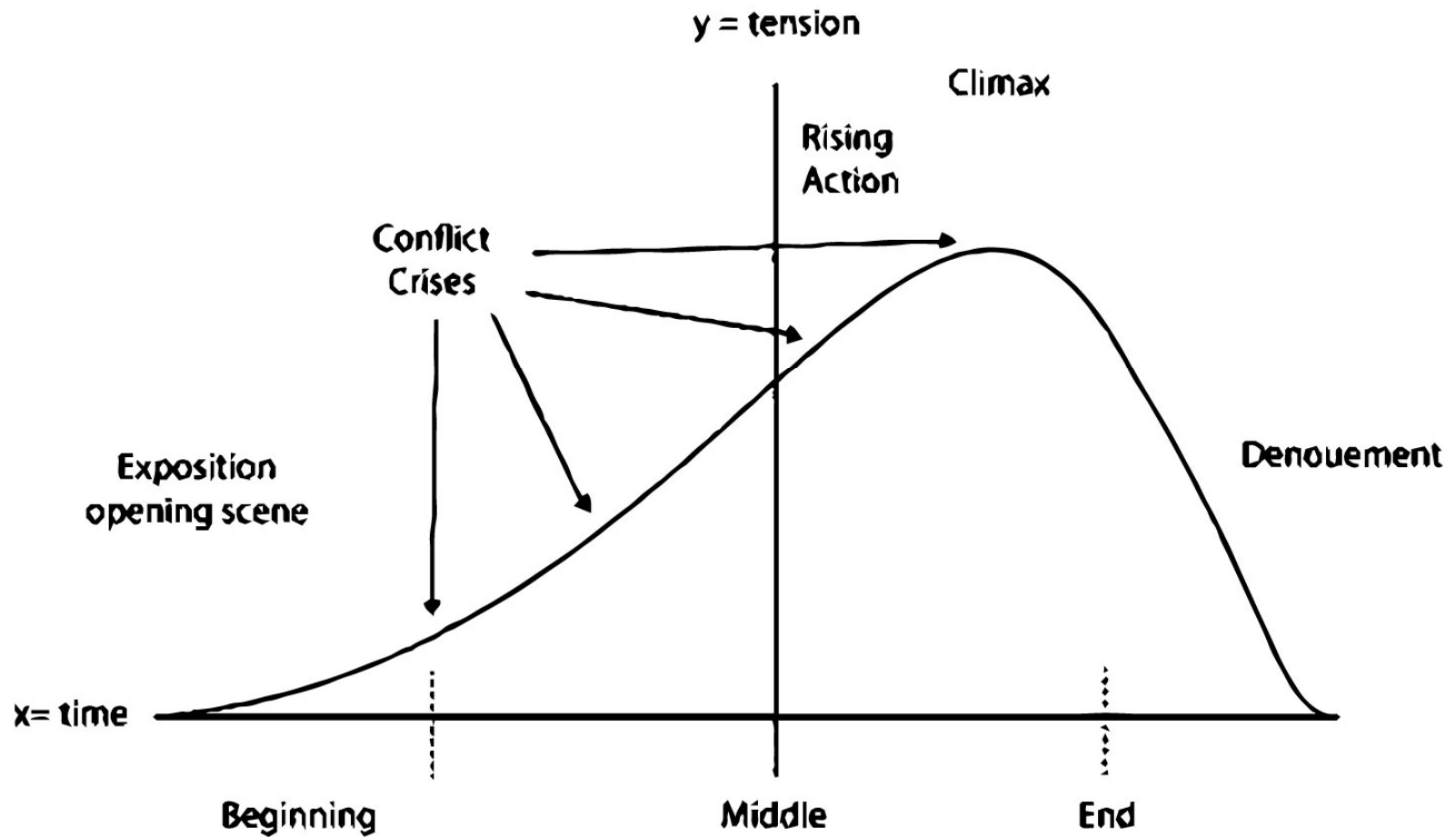
STORY TELLING BASICS

Storytelling is the most effective way to merge meaning and emotions.

Story Mix



The Story Arc



Advanced Theory

1. There are only 7 basic plot lines

- Overcoming the Monster
- Rags to Riches
- The Quest
- Voyage and Return
- Comedy
- Tragedy
- Rebirth

2. The Meta-Plot

- Referring to itself or to the conventions of its genre; self-referential

3. Theme & Variation

- Systems Biology
- Cultural Habit Change
- Community/Collaboration
- Innovation
- Docu-style

STORY DISCOVERY

CINCINNATI
2030
DISTRICT[®]

Demystifying Sustainability to the general public



PHASE 1

Prospective 2030 District

1. Reviewed the 2030 Districts Network materials
2. Formed an exploratory committee of interested stakeholders and provide those contacts to the Network
3. Outreached to property owners, managers and developers
4. Sent to Network written intent to work to form a 2030 District
5. Identify approximate boundaries for the District and approximate square footage

PHASE 2

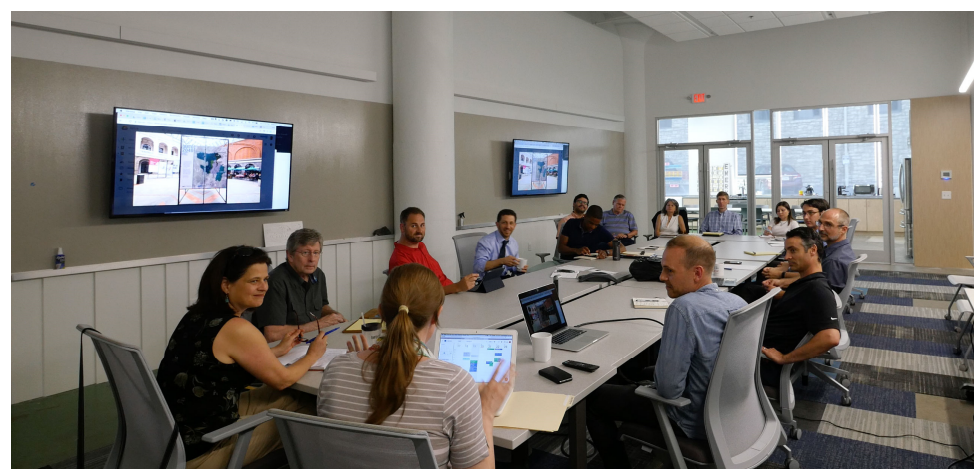
Emerging 2030 District

1. An exploratory committee with active participation from 5 different property owners and/or managers
2. Written intent to meet or surpass the energy, water and vehicle emissions reduction targets called for by Architecture 2030 in the 2030 Challenge for Planning and the form a District
3. A proposed timeline for progressing to an Established District as well as a draft business plan outline for the District
4. A letter of intent from a local sponsor organization

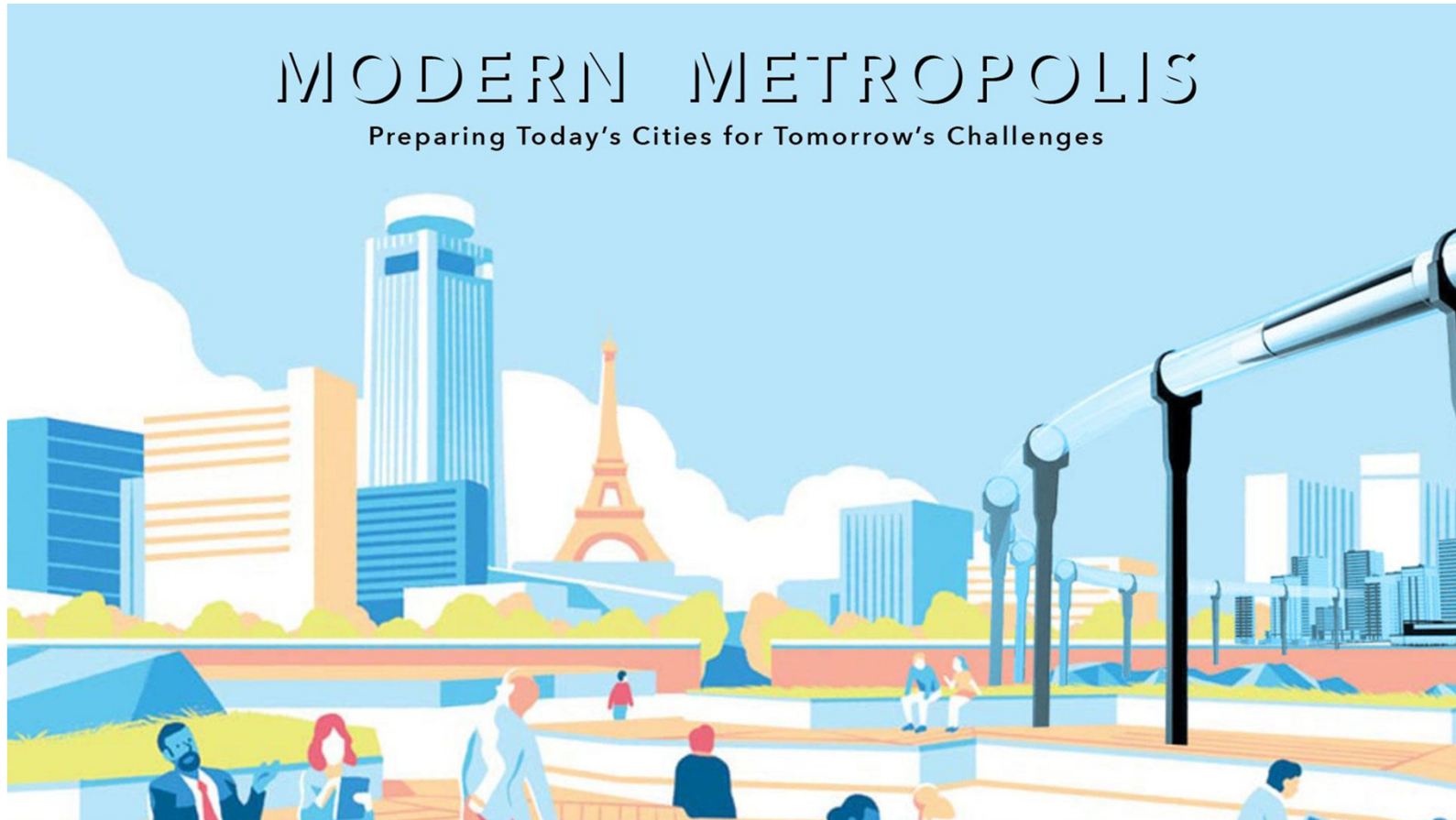
PHASE 3

Established 2030 District

1. A private sector led Advisory or Leadership Board/Committee with a minimum recommended composition of 40% property owners, managers, and developers, 20% professional stakeholders, and 20% community stakeholders. The roster should be kept up to date with the Network.
2. A District boundary
3. A detailed business plan outlining the initial two years of the District. At a minimum, the plan should include organizational structure, program information, staffing and financial information.
4. Signed commitments letters from at least ten owners/managers or 10 million square feet of commercial real estate or 10% of the CRE square footage within the stated District boundary
5. Signed commitment letter from the local municipality
6. A mission aligned with 2030 District goals
7. Set targets for energy, water and vehicle emissions reductions that meet or exceed the 2030 Challenge for Planning targets
8. A letter stating the District has adopted Generally Accepted Accounting Principles and a financial management system
9. An MOU or a letter of support from a sponsor organization if one will be involved or if a sponsor organization will not be involved, documentation on the local groups non-profit status including the organizational structure
10. Signed the 2030 District Charter with the 2030 Districts Network



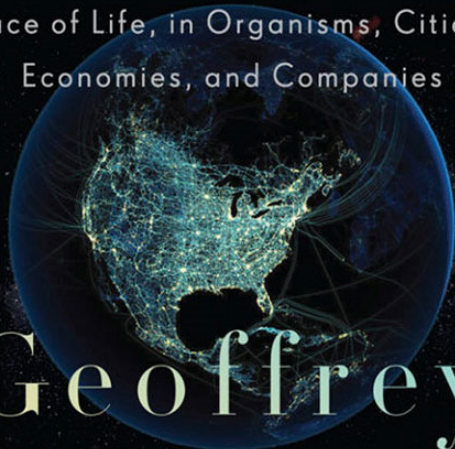
Concept Art





SCALE

The Universal Laws of Growth,
Innovation, Sustainability, and the
Pace of Life, in Organisms, Cities,
Economies, and Companies



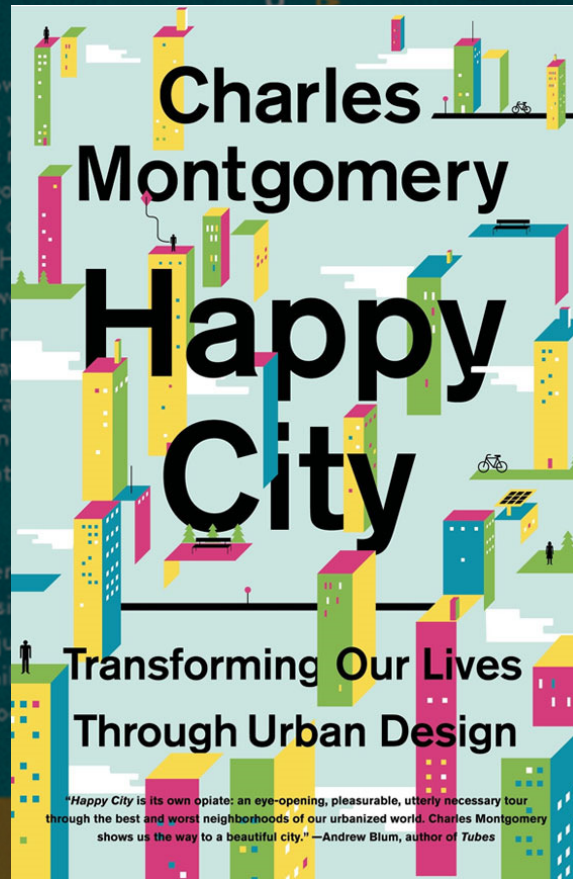
Geoffrey
West

THIS IS GOING TO BE THE CENTURY OF THE CITY.
BUT WHAT ACTUALLY MAKES A GOOD CITY?
WHY ARE SOME CITIES A JOY TO LIVE IN?

As writer and journalist Charles Montgomery reveals, it's not how much money your neighbours earn, or how spectacular the views from your windows are, or even how pleasant the climate is that makes the difference. Journeying to dozens of cities – from Atlanta to Bogotá to Vancouver – he talks to the new champions of the happy city to see the progressive movements already transforming people's lives. He meets the visionary Colombian mayor who turned some of the world's most dangerous roads into an urban cycling haven; the Danish architect who brought the lessons of medieval Tuscan towns to modern-day Copenhagen; the New York City transport commissioner who transformed the gridlock of Times Square into a place to lounge in the sun; and a super-commuting Californian mother who completely rethought the suburban dream for the sake of her son's health.

These urban trailblazers, as well as many other planners, engineers, roots campaigners and ordinary citizens, offer a wealth of surprises for the rest of us. From how saying 'hello' to your neighbours is just as important to your sense of trust as contact with friends and family, to how living close to parks makes us smarter, kinder and reduces loneliness rates, to the importance of the 'magic triangle' rule, *Happy City* shows that simple changes can make all the difference.

Charles Montgomery is a journalist and urban experimentalist from Vancouver, Canada. His writings on urban planning, psychology, culture and history have appeared in magazines and journals on three continents. He is the author of two previous books, and is



HAPPY
CHARLES
MONTGOMERY

TRANSFORMING
OUR LIVES
THROUGH
URBAN DESIGN

CHARLES
MONTGOMERY

THE POWER OF HABIT

WHY WE DO WHAT WE DO IN LIFE AND BUSINESS

NEW YORK TIMES BESTSELLER

THE POWER OF HABIT

WHY WE DO WHAT WE DO IN LIFE AND BUSINESS



"SHARP, PROVOCATIVE, and USEFUL." — Jim Collins, author of Good to Great

Charles Duhigg

WITH A NEW AFTERWORD BY THE AUTHOR

What KEY habit will help you

THRIVE?

THE BRAIN

Our brains are constantly looking to save effort...

I want to focus on other things!

By "CHUNKING" SEQUENCES of ACTIONS into AN AUTOMATIC ROUTINE (HABIT)

the brain saves energy

THE HABIT



TRIGGERS
AUTOMATIC
BEHAVIOR

CRAVINGS

HABIT CHANGE...
KEEP THE SAME
WARD

ORGANIZATIONAL HABITS
Organizations have HABITS too...
they're often called
ROUTINES

KEYSTONE HABITS:
POWERFUL
HABITS that can
CHANGE other HABITS

- ENCOURAGE WIDESPREAD CHANGE IN ORGANIZATIONS:
- produce small wins
- create structures that helps people THRIVE

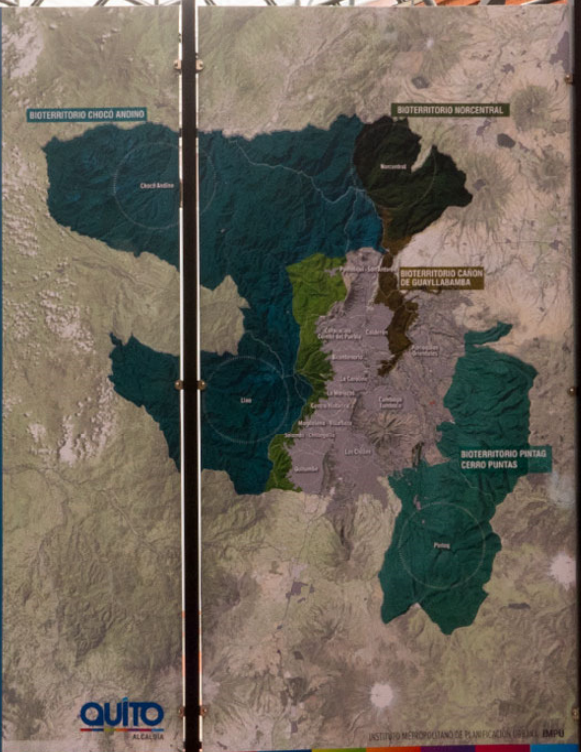
QUITO 2040

Y SU NUEVO MODELO DE CIUDAD

La Alcaldía de Quito, por medio del Instituto Metropolitano de Planificación Urbana, IMPU, presenta la Exposición "Visión de Quito 2040 y su Nuevo Modelo de Ciudad".

Esta Visión a largo plazo, construida participativamente, permitirá alcanzar su desarrollo sostenible y por tanto, asegurar alta calidad de vida para su población.

Su proceso de concreción, ya se ha iniciado...



IMPU QUITO 20 años INSTITUTO METROPOLITANO DE PLANIFICACIÓN URBANA

QUITO ALCALDÍA

INSTITUTO METROPOLITANO DE PLANIFICACIÓN URBANA IMPU

Nuevo Ordenamiento Territorial Urbano Sostenible 4



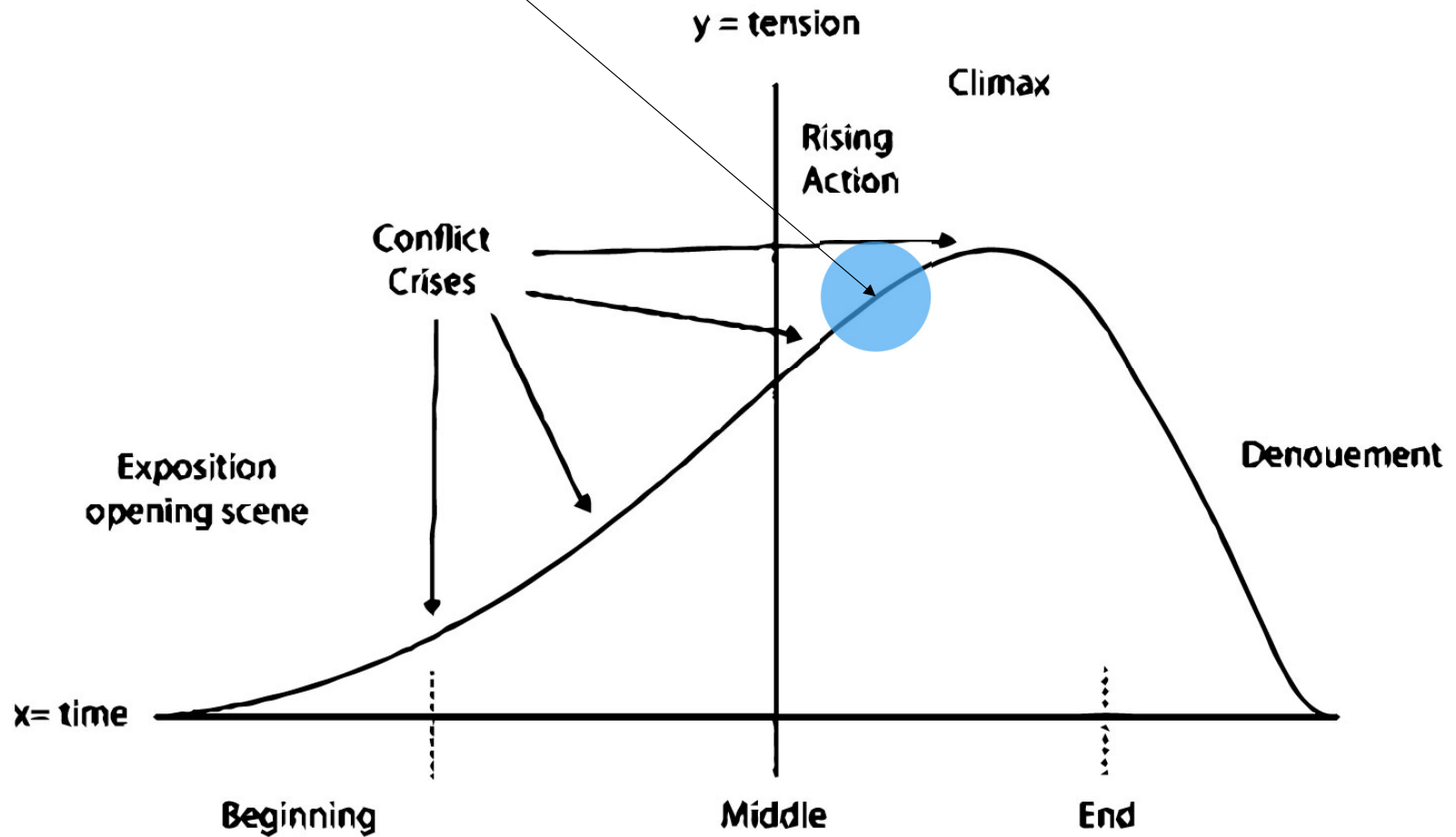




To date

- 300k in funding etc....
- Trying to sign on remaining founding members. As of this presentation we have 1 signed on.
- Looking to move into Established District by the end of 2018
- Still looking for a brand to sponsor the film, so if you know anyone that's looking for a 30-60 minute documentary on starting a sustainability district in a mid-west city..
- Because we're still writing this story. It continues to evolve, and is very much a work in progress, but we're headed in the right direction.

This is us right now



**Welcome to the Cincinnati 2030 District
Building Audit Program. Please enter
your information to begin the process.**

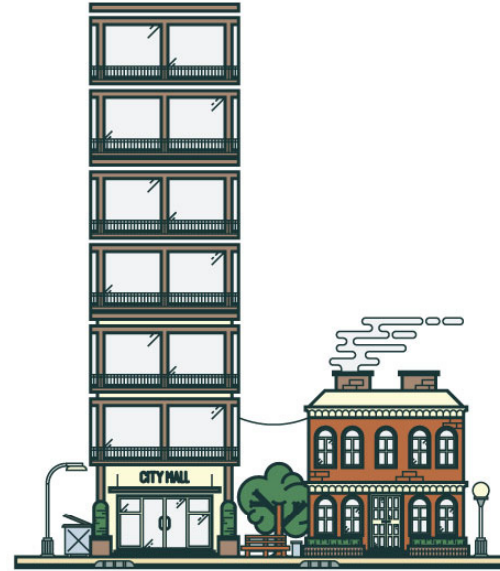
NAME

ORGANIZATION

ADDRESS

CITY, ST, ZIP

Please tell us a little about your property



- OLD
- NEW

- LARGE
- MEDIUM
- SMALL

Submit

Below are a few suggestions based off the information you provided to begin taking charge of your sustainability efforts. Click on each to expand for more information.

Commercial Building Energy Solutions:

Low Cost

- LED Lighting Replacement and Upgrades - Read More
- Energy Efficient Computer and Other Office Equipment

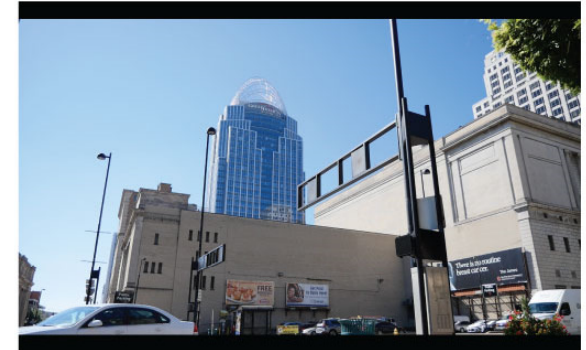
Moderate Investment

- Light Scheduling
- Energy Monitoring System
- Power Factor Improvement

Capital Investment

- HVAC Replacement and Upgrades
- Solar Thermal and Heating Systems

Want some more ideas? Here are a few examples of sustainability working in our community .



Are you a member of the Cincinnati 2030 District? Would you like to be? Contact us below to learn more and receive your FREE 2030 AUDIT.

**Contact us today to start your
FREE Energy Audit!**

What about you? How can you be your own change agent and get your story out there in order to get buy in?

Yet is the most powerful word in the English dictionary

Thank you!

