

time	author	text
2020-09-24 15:01:33 UTC	Abbe Hamilton	Hi! Abbe Hamilton here from the monadnock ledger transcript in Peterborough NH.
2020-09-24 15:02:18 UTC	Richard Maynard	Hi All. Rick Maynard Public Access Television Producer.
2020-09-24 15:02:50 UTC	Lou McCall	Greetings from the Questa del Rio News in Questa, NM!
2020-09-24 15:03:13 UTC	Nathan Karol	Here from Bethlehem NH - hopping the fence of tracks to experience a bit of everything. I come as a community advocate, former Chamber exec, and business consultant. Media and marketing play a role in all of that.
2020-09-24 15:03:25 UTC	Terry Williams	Hi Abbe and Rick! Hi again, Lou.
2020-09-24 15:03:57 UTC	Terry Williams	Greetings, Nathan.
2020-09-24 15:04:24 UTC	Terry Williams	Wesley, is the sound OK now?
2020-09-24 15:04:48 UTC	Sharon Beaver	Hi - Sharon from Cornish, ME and proud subscriber to the Portland Press Herald.
2020-09-24 15:05:55 UTC	Terry Williams	Welcome, Sharon.
2020-09-24 15:07:10 UTC	Richard Maynard	If you have Cable Television in your Area you too can Produce a Local Television Show. Upon becoming a Producer you can then join State of NH Community Television group. Your shows can then be aired on all Public Access stations in NH. https://www.youtube.com/playlist?list=PLu-9p9VqcriEo3TOV6O6Cvz5un9Q5Pedy
2020-09-24 15:18:16 UTC	Terry Williams	Great
2020-09-24 15:41:40 UTC	Tena Starr	You talk about diversified revenue streams, but what are they? We are a weekly with a print circulation of 7,000, but, yes, advertising has declined.
2020-09-24 15:42:08 UTC	Abbe Hamilton	q: podcasts and that style of storytelling are hot but also a deviation from traditional journalism. Things to consider if thinking about branching out from hard journalism?
2020-09-24 15:43:59 UTC	Tena Starr	How do podcasts generate revenue?
2020-09-24 15:48:44 UTC	Abbe Hamilton	what is a better way to measure community engagement on an article or topic than clicks?
2020-09-24 15:48:55 UTC	Cecily Weisburgh	Question for Tamika: How has This Is Alabama evolved from what you originally envisioned for it?
2020-09-24 15:52:11 UTC	Wesley Chow	former Chartbeat CTO here :) every year, the pieces with the highest total amount of engagement also have very high average time on piece, so optimize for high quality content if you can rather than lots of clicks
2020-09-24 15:52:17 UTC	Terry Williams	For Larry: Could you talk more about your success with newsletters?
2020-09-24 15:52:49 UTC	Lou McCall	Do readers pay for newsletters?
2020-09-24 15:55:45 UTC	Terry Williams	For Les: It's interesting that you were asked to start a publication in Salem; who asked and what process did you go through to decide to launch?
2020-09-24 15:57:52 UTC	Terry Williams	For Tamika: Is there advice you could provide to scale what you do at Red Clay to small operations?
2020-09-24 15:59:34 UTC	Abbe Hamilton	sometimes I feel like I am competing with community Facebook pages. Any advice or ways to think about that?
2020-09-24 16:04:11 UTC	Terry Williams	For Jim: I'm struck by the interest by people - still - in starting or buying a newspaper or news operation. Given all the challenges we've faced, why do you suppose that interest still exists?
2020-09-24 16:06:03 UTC	Lou McCall	We are a monthly paper and everything that doesn't fit that schedule goes onto our facebook page
2020-09-24 16:07:30 UTC	Brad Brown	Les Zaitz - We were in a somewhat similar boat in early 2018, less than three years after we launched, when a neighbouring paper went under. In that case we were approached by two local governments and a prominent local businessman. No one stroked us a cheque up front but the businessman has become a very good news source AND customer.
2020-09-24 16:08:05 UTC	Brad Brown	And we did move into that former paper's coverage area - more than doubling our circulation in the process.
2020-09-24 16:08:15 UTC	Al Cross	Competing with Facebook communities: Newspapers need to remind folks of the differences in news media and social media: News media offer journalism, which is mainly about facts and practices a discipline of verification, while social media are mainly about opinion and have little if any discipline or verification.
2020-09-24 16:11:25 UTC	Terry Williams	For Les: I think you've been pretty successful with collaborative news efforts; I'm interested in how that has worked for you.
2020-09-24 16:13:12 UTC	Claudia Marshall	Can you put those newsrooms that you admire in the chat box, please?
2020-09-24 16:13:27 UTC	Kristen Hare Jairam	Sure! https://www.berkeleyside.com/
2020-09-24 16:13:39 UTC	Kristen Hare Jairam	https://oaklandside.org/
2020-09-24 16:13:50 UTC	Kristen Hare Jairam	https://www.texastribune.org/
2020-09-24 16:14:14 UTC	Kristen Hare Jairam	https://coloradosun.com/
2020-09-24 16:14:31 UTC	Kristen Hare Jairam	https://www.richlandsource.com/

2020-09-24 16:14:36 UTC Tena Starr We still have a print circulation of about 7,000, and a very loyal older readership. We're trying to attract younger readers with a beefed up website, but how do we make money from the website? Or is that not a realistic option and we have to think about alternative revenue sources?

2020-09-24 16:15:03 UTC Claudia Marshall Thank you, Kristen!
2020-09-24 16:15:19 UTC Dawn DeAngelis Philosophical question here: Have any of you given thought about moving to a non-profit model? Why or why not?

2020-09-24 16:15:38 UTC Claudia Marshall Great question Dawn!
2020-09-24 16:15:56 UTC Lou McCall We are a free newspaper in a depressed area and to continue to be free, we are going non profit.

2020-09-24 16:16:43 UTC Jim Iovino <https://foothills-forum.org/>
2020-09-24 16:16:52 UTC Kristen Hare Jairam <https://www.100daysinappalachia.com/>
2020-09-24 16:18:10 UTC Lou McCall how do you sell rapahanick news?
2020-09-24 16:18:21 UTC Lou McCall spell, I mean!
2020-09-24 16:18:52 UTC Jim Iovino <https://www.rappnews.com/>
2020-09-24 16:20:35 UTC Brad Brown I've been thinking on and off for awhile about attempting to create a makeshift wire service specifically for independently-owned papers in our province - something that might be able to ease the burden on others who are also overextended in terms of staff vs. responsibility, and also do a better job informing our communities. The chains already have their own wires, and Canadian Press service is cost prohibitive for most of us smaller shops.

2020-09-24 16:20:35 UTC Brad Brown Do any of you have experience in that area? And good idea? Bad idea? Any challenges I might not be thinking of?

2020-09-24 16:21:20 UTC Lou McCall Brad Brown: sharing stories makes sense, I am in!
2020-09-24 16:21:45 UTC Brad Brown Indirectly ties into revenue as well through enhanced reader/community engagement, plus freeing up time for those of us wearing multiple hats to spend more time working ON the business rather than in it.

2020-09-24 16:22:57 UTC Jim Iovino Lou McCall Here's more info on the Foothills model if you're interested:
<https://us4.campaign-archive.com/?u=82b2c04164eeb48f05392db11&id=c9b1c69845>

2020-09-24 16:23:19 UTC Lou McCall Wire service - could it be a member organization? How would it pay for itself?
2020-09-24 16:23:48 UTC Lou McCall Deadlines!, I wish people understood deadlines!
2020-09-24 16:25:41 UTC Liz Gotthelf "wearing multiple hats" Brad - I hear you on this point
2020-09-24 16:26:43 UTC Lou McCall Our writers are volunteers and I would love to share their stories around the rural news world.
2020-09-24 16:26:50 UTC Liz Gotthelf "We are a pillar of democracy." Love this...
2020-09-24 16:29:58 UTC Al Cross Key guys at Foothills Forum are Larry "Bud" Meyer, former spokesman for the Knight Foundation, and Andy Alexander, former Knight-Ridder DC bureau chief. Rappahannock County is lucky to have had several former journalists retire there.

2020-09-24 16:30:45 UTC Keene Sentinel - KEENE NH Here are some more links you may be interested in:
2020-09-24 16:30:54 UTC Keene Sentinel - KEENE NH Locally - news about local news and resources: <https://www.poynter.org/news/locally/>
2020-09-24 16:31:03 UTC Keene Sentinel - KEENE NH This is Alabama: <https://www.thisisalabama.org/>
2020-09-24 16:31:11 UTC Keene Sentinel - KEENE NH It,Âs a Southern Thing: <https://www.southernthing.com/>
2020-09-24 16:31:20 UTC Keene Sentinel - KEENE NH The Colorado Sun Podcasts: <https://coloradosun.com/podcast/>
2020-09-24 16:31:31 UTC Keene Sentinel - KEENE NH Sign Up For The NewStart Alliance Newsletter: <https://www.newstart.media/newsletter/>
2020-09-24 16:31:46 UTC Keene Sentinel - KEENE NH Learn More About The NewStart Program During October Info Sessions:
<https://www.newstart.media/info-sessions/>

2020-09-24 16:33:22 UTC Larry Ryckman Here's the top of note I shared with newsletter readers yesterday: Thomas Jefferson said it best: „ÄúThe only security of all is in a free press.,Äù ... Thomas Jefferson knew what it felt like to be on the receiving end of bad press. Opposition newspapers were pretty rough on him back in the day. But Jefferson also knew the important role a free press played in holding the government accountable in our young republic.

2020-09-24 16:33:40 UTC Larry Ryckman Please feel free to reach out at larry@coloradosun.com if you'd like the full text
2020-09-24 16:33:59 UTC Keene Sentinel - KEENE NH <https://www.malheureenterprise.com/>
2020-09-24 16:35:27 UTC Kristen Hare Jairam <https://www.poynter.org/mediawise/>
2020-09-24 16:35:35 UTC Wesley Chow David Rand, a researcher at MIT, has found in experiments that simply asking someone to rate the trustworthiness of headlines reduces the likelihood that person will then share misinformation

2020-09-24 16:35:47 UTC Keene Sentinel - KEENE NH If you would like a word document of this chat ,Ä including links ,Ä please email jgarcia@keenesentinel.com and I will send it to you. Thanks for attending!

2020-09-24 16:35:58 UTC Nancy Crevier Thank you to each one of you for your input.
2020-09-24 16:36:09 UTC Kristen Hare Jairam khare@poynter.org
2020-09-24 16:36:46 UTC Lou McCall You guys all rock, thank you so much!
2020-09-24 16:37:07 UTC Larry Ryckman Thanks for having us!
2020-09-24 16:37:16 UTC Jim Iovino Thanks everyone!
2020-09-24 16:37:21 UTC Al Cross Thanks, Terry!

2020-09-24 16:37:26 UTC	Wesley Chow	thanks all
2020-09-24 16:37:27 UTC	Dawn DeAngelis	Great job, everyone. Thank you!
2020-09-24 16:37:32 UTC	Jim Iovino	jim.iovino@mail.wvu.edu
2020-09-24 16:37:36 UTC	Larry Ryckman	larry@coloradosun.com
2020-09-24 16:37:38 UTC	Tamika Moore	tamika@redclaymedia.com
2020-09-24 16:37:43 UTC	Liz Gotthelf	newsdesk@sacobaynews.com
2020-09-24 16:37:45 UTC	Lou McCall	Lou McCall news@questaedf.com
2020-09-24 16:37:46 UTC	Martin Swinehart	martin@tinderboxllc.com
2020-09-24 16:38:14 UTC	Tamika Moore	Thanks so much!
2020-09-24 16:38:48 UTC	Abbe Hamilton	ahamilton@ledgertranscript.com