Hi! Abbe Hamilton here from the Monadnock Ledger Transcript in Peterborough, NH.

Greetings from the Questa del Rio News in Questa, NM!

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.

Byline: Terry Williams

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-9p9VqcrEo3T0V6O6Cvz5un9Q5Pedy

Great

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.

How do podcasts generate revenue?

Question for Tamika: How has This Is Alabama evolved from what you originally envisioned for it?

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

For Larry: Could you talk more about your success with newsletters?

Do readers pay for newsletters?

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?

For Tamika: Is there advice you could provide to scale what you do at Red Clay to small operations?

sometimes I feel like I am competing with community Facebook pages. Any advice or ways to think about that?

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?

We are a monthly paper and everything that doesn't fit that schedule goes onto our Facebook page

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.

And we did move into that former paper’s coverage area - more than doubling our circulation in the process.

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.

For Les: I think you've been pretty successful with collaborative news efforts; I'm interested in how that has worked for you.

Can you put those newsrooms that you admire in the chat box, please?

Sure! https://www.berkeleyside.com/

https://oaklandside.org/

https://www.texastribune.org/

https://coloradosun.com/

https://www.richlandsourc.com/
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?

Thank you, Kristen!

Philosophical question here: Have any of you given thought about moving to a non-profit model? Why or why not?

Great question Dawn!

We are a free newspaper in a depressed area and to continue to be free, we are going non profit.

https://foothills-forum.org/

https://www.100daysinappalachia.com/

https://www.rappnews.com/

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.

Do any of you have experience in that area? And good idea? Bad idea? Any challenges I might not be thinking of?

Brad Brown: sharing stories makes sense, I am in!

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.

Lou McCall

Here's more info on the Foothills model if you're interested:  https://us4.campaign-archive.com/?u=82b2c04164eeb4f8f05392d811&c=69845

Wire service - could it be a member organization? How would it pay for itself?

Deadlines! I wish people understood deadlines!

"wearing multiple hats" Brad - I hear you on this point

Our writers are volunteers and I would love to share their stories around the rural news world.

"We are a pillar of democracy," Love this...

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.

Here's the top of note I shared with newsletter readers yesterday: Thomas Jefferson said it best: "The only security of all is in a free press." ... 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.

Here are some more links you may be interested in:

Locally - news about local news and resources: https://www.poynter.org/news/locally/

This is Alabama: https://www.thisisalabama.org/

It,Â’s a Southern Thing: https://www.southernthing.com/

The Colorado Sun Podcasts: https://coloradosun.com/podcast/

Sign Up For The NewStart Alliance Newsletter: https://www.newstart.media/newsletter/

Learn More About The NewStart Program During October Info Sessions: https://www.newstart.media/info-sessions/

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Please feel free to reach out at larry@coloradosun.com if you'd like the full text

https://www.malheuerenterprise.com/

https://www.poynter.org/mediawise/

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

If you would like a word document of this chat,Â including links,Â I please email jgarcia@keenesentinel.com and I will send it to you. Thanks for attending!

Thank you to each one of you for your input.

Thank you, Kristen!

You guys all rock, thank you so much!

Thanks for having us!

Thanks everyone!

Thanks, Terry!
thanks all
Great job, everyone. Thank you!
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larry@coloradosun.com
tamika@redclaymedia.com
newsdesk@sacobaynews.com
Lou McCall news@questaedf.com
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Thanks so much!
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