50 Ideas to Increase Audience and Revenue at Small News Organizations
“The thin ranks of people of color in American newsrooms have often meant us-and-them reporting, where everyone from architecture critics to real estate writers, from entertainment reporters to sports anchors, talk about the world as if the people listening or reading their work are exclusively white,” journalist Soledad O’Brien wrote in a July 4 New York Times opinion piece.

Race and the newsroom: What seven research studies say

Differing notions of objectivity in Black and mainstream white newspapers, how white reporters see their ethical obligations in covering race, the ways that reporters’ race affects their coverage of political candidates, and more. Race and the newsroom: What seven research studies say

By CLARK MERREFIELD, July 22, 2020, 9 a.m.
4 Ways newsrooms can address a lack of diversity – Columbia Journalism Review

Digital-only platforms drive race and gender inclusion among newsrooms in 2019 ASNE Newsroom Diversity Study – News Leaders Association

Diversity and inclusivity in journalism – American Press Institute

“Unbias” the news: Lack of diversity in journalism can lead to newsrooms missing out on important stories – journalism.co.uk

Diversity – Online News Association

The importance of diversity in the newsroom – Stephen Frost, Forbes

To increase newsroom diversity, set goals and be intentional – International Journalists’ Network

Good ideas in newspaper diversity – The Freedom Forum

Is Movement Journalism what’s needed during this reckoning over race and equality? – Nieman Reports
To better serve underserved populations

document
CRAZY Good!

Rural states with dynamic weeklies

Project 7
Flathead Living
CRAZY Good!

Rural states with dynamic weeklies

Seven Days food + drink section
CRAZY Good!

Rural states with dynamic weeklies

Tempo

Taos Woman
CRAZY Good!

Silent Reading Party

The stranger

TOP STORIES
Man Crashes Into Barricade and Shoots Protester on Capitol Hill
by Rich Smith and Jasmyne Keimig
CRAZY Good!

Come to the “Table”

Using Table Stakes methods, The News Reporter of Whiteville, N.C., accomplished the following:

● Eliminated 48 subscription offers in favor of two
● Became a 24/7 newsroom
● Doubled page views
● Grew circulation revenue nearly 50% and digital subscription revenue by 493% in the first five months of 2019
● Subscription revenue has replaced lost advertising revenue

here
CRAZY Good!

Speaking of trust

report
Speaking of trust

The Center for Media Engagement at the University of Texas at Austin published a list of 10 newsroom lessons learned in 2019. Here are three key takeaways:

**Explain-your-process box.** Tell readers why you did a certain story, particularly a controversial one. State where the sources came from and how the reporter took steps to be fair.

Remember, readers don’t always see labels, such as analysis, opinion, sponsored content. Media Engagement’s research instructs us to place the labels in highly visible areas and to include an **in-story box** that explains what the label means, for instance, what is analysis? Versus opinion?

Utilize the components of **Solutions Journalism** regularly, which define the problem, present solution ideas, give the steps of implementation for those, report the results and provide insights and data on what works – and what doesn’t.
Speaking of trust

“How to build trust between your newsroom and a community that has never heard of you and has zero reasons to trust you.” - Catherine McGloin

Have a clear and visible mission statement

Explain what you do and how you do it

Be human

Let them do the talking

Meet your audience members where they are
Speaking of trust
Paywall success in northeast Kansas

Kansas state senator Julia Lynn of Olathe bows out of re-election bid, citing sister’s health
Deborah and James Fallows
OUR TOWNS

Deb and James Fallows,
localness
CRAZY Good!

A colorful idea
It’s a Southern Thing

This is Alabama

“People of Alabama”

“It’s a Southern Thing”
CRAZY Good!

Boise business site showing success

New office building for Idaho Fish and Game

Idaho Fish and Game HQ is a Office, Public Facility project at 600 South Walnut Street, Boise, ID, USA.

BoiseDev Project Map
Key Metrics

Customer Lifetime Value = Average revenue per subscriber per month x the average period of time you expect to keep the subscriber

Example - $12 per month x 25 months = $300 CLV

Marketing return

Invest $1,000 to bring in 100 subscribers = $30,000 in CLV or $30 in revenue for $1 in marketing
Looking for a breakthrough with readers? How about through their stomachs?
Journalists can promote the value of their work and drive subscriptions here.
Virtual stage keeps arts alive

“No Intermission,”

‘No Intermission’ Episode 60: Reggie Sullivan and Charlton Singleton

BY ADAM PARKER APARKER@POSTANDCOURIER.COM UPDATED JUL 31, 2020
CRAZY Good!

Turning to readers for support
CRAZY Good!

Small Mississippi daily scores with glossy sponsored healthcare magazine
Collaborative journalism hub takes root in New Hampshire

917 stories.
CRAZY Good!

Collaboration support

[Image: Montclair State University Center for Cooperative Media]

[Image: Center for Cooperative Media]
Stateline - A resource from Pew Charitable Trust

Fiscal 50
CRAZY Good!

Powerful Solutions

Story Tracker

We found 2 results for:

VOTER SUPPRESSION

TRENDING TOPICS:

SORT BY

Relevance
Most Favorited
Newest First
Oldest First

START YOUR SEARCH HERE:

Young voting advocates take up the fight against suppression
Capitalizing on craft beer

Selling the cultural deal

The Charlotte Observer literally sent customers to local breweries

By JaneNicholes, SNPA Correspondent
CRAZY Good!

Putting teachers in the spotlight

writes

28

Hi {{User.FirstName}}

Vote for our Teacher of the Year 2019! The winner gets $1,00 from Valley Office System Ricoh and $500 from Domino's Pizza to go to their school for classroom improvements.

You can vote once per day through Monday, June 24th 2019 at 11:59pm Mountain Standard Time.

Good Luck!
KIFI/KIDK
CRAZY Good!

Scour winning press association entries for ideas....

West End Fair,
CRAZY Good!

.....And while you’re looking for new ideas

30

puzzle section
CRAZY Good!

Facebook and live events
CRAZY Good!

On the subject of Facebook and events

Facebook Events
Page design with impact
CRAZY Good!

One impressive magazine

Rock & Vine
CRAZY Good!

Funding journalism

Rosalyn Carter Fellowship for Mental Health Journalism
Pulitzer Center for Crisis Reporting
IWMF Fund for Women’s Journalists
Marguerite Casey Foundation Fellowships on Poverty
The GroundTruth Project
The Peer Learning + Collaboration Fund
Fund for Investigative Journalism
Fund for Environmental Journalism
CRAZY Good!

And while we’re discussing funding...
Election coverage 2.0 in 2020

citizens agenda guide.

BenitoLink
CRAZY Good!

Thanking front-line workers
– with the help from children

here.
Newsletters: Invaluable connections to niche audiences here
Rust to Resilience: Case study in collaboration

“Third Coast” at risk
New starts showcased by NewStart

here

NewStart's website.

CRAZY Good!

DO YOU WANT TO OWN A NEWSPAPER?

Before you dismiss the idea, consider this: profitable newspapers can be had all across the country. That's right. They're PROFITABLE. And they're available. Right now.
High school football “Team of the Week” promotion drives readership here.
Strong use of video can increase audience engagement
CRAZY Good!

Speaking of Vermont.....

Vermont Ski + Ride

The Stowe Reporter
Writing contest give voice to local authors here.
Timely resource for understanding polling

resource

What makes your election coverage credible?
Tips for getting credit for your integrity and public service
Politics and Pancakes – a long-standing event goes virtual in the pandemic here.
Another virtual opportunity – career fairs
A guide to membership models

The Lenfest Institute is partnering with the Membership Puzzle Project to create a guide to membership models in news

By: Joseph Lichterman
May 7, 2020

News, Technology & Innovation
Research & Reports

link

link
A reminder of the importance of the work we do here.
Thank You