

time	author	text
2020-09-24 13:02:57 UTC	Keene Sentinel - KEENE NH	Terry Williams: twilliams@keenesentinel.com
2020-09-24 13:03:00 UTC	Lou McCall	Greetings from the Questa Del Rio News, Questa, NM! www.questanews.com
2020-09-24 13:04:04 UTC	Al Cross	Good morning from the Institute for Rural Journalism and Community Issues, publisher of The Rural Blog at irjci.blogspot.com
2020-09-24 13:06:08 UTC	Terry Williams	Greetings Al
2020-09-24 13:06:32 UTC	Emily Ristow	More on API: www.americanpressinstitute.org
2020-09-24 13:08:11 UTC	Brad Brown	PokerStars home game after the conference anyone? :D
2020-09-24 13:09:00 UTC	Marie Christine Duggan	Marie Duggan here, Good Morning. I teach economics at Keene State, and have a blog http://econgonelocal.kscopen.org/
2020-09-24 13:09:40 UTC	Terry Williams	Hi Marie and welcome
2020-09-24 13:10:45 UTC	Emily Ristow	More on the 7 table stakes can also be found at Better News: https://betternews.org/what-are-table-stakes/
2020-09-24 13:12:45 UTC	Lou McCall	Can you post the 7 on this chat?
2020-09-24 13:13:36 UTC	Emily Ristow	Here you go, Lou: 1. Serve targeted audiences with targeted content.2. Publish on the platforms used by your audiences.3. Produce and publish continuously. 4. Turn occasional users into loyal, paying ones.5. Diversify and grow the ways you earn revenue.6. Find partners to expand capacity and lower costs.7. Adopt a ,Äúmini-publisher,Äù mindset.
2020-09-24 13:13:39 UTC	Lou McCall	Thank you, Emily!
2020-09-24 13:13:50 UTC	Rose Kundanis	Hi, I am a retired journalism educator working with the NH Press Association.
2020-09-24 13:14:14 UTC	Terry Williams	Hi Rose, thanks for being with us
2020-09-24 13:14:29 UTC	Brad Brown	Terry, apologies if I missed this in your opening remarks as I was getting set up -- how many staff & what's the circulation / frequency at the Sentinel?
2020-09-24 13:14:40 UTC	Emily Ristow	TS website has more info on each of the programs: https://www.tablestakes.org/
2020-09-24 13:14:48 UTC	Brad Brown	(Chiming in here from Vibank, Saskatchewan -- founder/owner/publisher/editor)
2020-09-24 13:14:53 UTC	Emily Ristow	Poynter TS application: https://www.poynter.org/table-stakes-poynters-local-news-innovation-program/ (deadline: Oct. 15)
2020-09-24 13:16:13 UTC	Terry Williams	Welcome, Brad - 6,000 circulation, 12-person newsroom, 60 full- and part-time staff. Six days.
2020-09-24 13:16:39 UTC	Emily Ristow	Here's where to subscribe to an area of Better News: https://betternews.org/subscribe/
2020-09-24 13:16:57 UTC	Brad Brown	very cool. good for you guys. almost identical to my first shop out of university. thanks!
2020-09-24 13:17:17 UTC	Emily Ristow	API also has a great newsletter, Need to Know. You can sign up for that here: http://bit.ly/getapi
2020-09-24 13:19:17 UTC	Lou McCall	can you repeat the name of Les High's paper?
2020-09-24 13:19:32 UTC	Al Cross	the News Reporter
2020-09-24 13:19:34 UTC	Emily Ristow	It's the News Reporter in Whiteville, NC
2020-09-24 13:20:02 UTC	Lou McCall	Thank you, emily!
2020-09-24 13:20:13 UTC	Emily Ristow	This Better News piece dives deeper on the News Reporter's success in Table Stakes: https://betternews.org/north-carolina-newspaper-digital-first/
2020-09-24 13:20:38 UTC	Emily Ristow	As does this podcast interview with Les and Jenny Clore, their marketing person: https://itsalljournalism.com/better-news-iconic-southern-newspaper-undergoes-digital-first-transformation/
2020-09-24 13:24:45 UTC	Emily Ristow	Here's one more Better News piece on the News Reporter, on a partnership they did with another news org: https://betternews.org/nonprofit-magazine-community-newspaper-worked-together-cover-opioid-crisis-rural-north-carolina/
2020-09-24 13:25:28 UTC	Terry Williams	Les, such great information and congrats on your progress.
2020-09-24 13:25:39 UTC	Lou McCall	Thank you, Les!
2020-09-24 13:25:49 UTC	Marcia Passos-Duffy	Thank you Les!
2020-09-24 13:26:02 UTC	Ellen Acconcia	Thanks, Les. I'm down the road from you in Ocean Isle.
2020-09-24 13:28:11 UTC	Emily Ristow	Poynter story on their subscription gains: https://www.poynter.org/reporting-editing/2019/how-the-post-and-courier-grew-digital-subscriptions-by-250/
2020-09-24 13:29:00 UTC	Lou McCall	Is that rate per user a month/year/week?
2020-09-24 13:29:44 UTC	Lou McCall	Thank you!
2020-09-24 13:31:18 UTC	Emily Ristow	Better News piece on the Post & Courier's strategy developed in Table Stakes: https://betternews.org/post-and-courier-mini-publisher/

2020-09-24 13:31:28 UTC Emily Ristow And a podcast interview about their strategy: <https://itsalljournalism.com/better-news-post-courier-uncovers-new-revenue-with-mini-publisher-model/>

2020-09-24 13:32:50 UTC Lou McCall will there be a Q & A? I would like to know more about the newsletter groups

2020-09-24 13:33:04 UTC Emily Ristow Yep, we'll move into the Q&A soon.

2020-09-24 13:33:05 UTC Amy Kovac-Ashley (API) Yes, we'll be at the Q&A soon...

2020-09-24 13:33:16 UTC Emily Ristow Feel free to drop questions in at any time, though.

2020-09-24 13:33:18 UTC Lou McCall yay!

2020-09-24 13:33:57 UTC Marcia Passos-Duffy Tell us more about the "News you can use" that engage people.

2020-09-24 13:36:10 UTC Wendy Knight Autumn, Are you still able to generate sufficient revenue with the virtual events versus the live in-person events?

2020-09-24 13:37:44 UTC Autumn Phillips Wendy - we've had to be creative, but the answer is yes. We launched a drive-in movie event in our parking lot and have relied on sponsorships for video series events, as opposed to tickets.

2020-09-24 13:40:57 UTC Emily Ristow The Record-Journal's Voices project: <https://www.myrecordjournal.com/voices>

2020-09-24 13:41:42 UTC Brad Brown Is there one single pillar of this concept any of you would consider most critical to your success? These are all genuinely fantastic ideas & inspiring stories, just thinking as a weekly publication with 2,700 circulation & five employees (only two full-time) it feels like it would be a very long-term project for us to bring the full model to fruition.

2020-09-24 13:42:40 UTC Terry Williams Thanks so much Liz and Autumn; great information, particularly regarding the online subscription growth.

2020-09-24 13:43:31 UTC Liz Gotthelf Good question, Brad. I run a small web-based startup with one employee and a few occasional contributors.

2020-09-24 13:43:51 UTC Terry Williams Brad, Liz, TS is very scalable; happy to chat offline

2020-09-24 13:44:28 UTC Brad Brown Thanks Terry. Quadtownforum@sasktel.net is my email.

2020-09-24 13:45:36 UTC Terry Williams OK, let's connect. We're a small operation but have seen similar results to Liz, Autumn and Les.

2020-09-24 13:47:03 UTC Marcia Passos-Duffy How have small publishers countered the "fake news" culture?

2020-09-24 13:47:58 UTC Emily Ristow More on the "stop doing" method Autumn and Les mentioned: <https://betternews.org/milwaukee-journal-sentinel-focused-prioritizing-stop-list/>

2020-09-24 13:49:03 UTC Liz Gotthelf Terry, Brad newsdesk@sacabaynews.com

2020-09-24 13:49:39 UTC Brad Brown Thanks Liz!

2020-09-24 13:50:27 UTC Brad Brown Awesome, thanks Les.

2020-09-24 13:57:05 UTC Amy Kovac-Ashley (API) A little bit about the funding lab: <https://www.localmedia.org/lab-applications-open-today-for-lmas-center-for-journalism-funding/>

2020-09-24 13:57:53 UTC Emily Ristow And here's more on grant funding from the Raleigh News & Observer: <https://betternews.org/raleigh-news-observer-shares-playbook-how-to-write-a-grant-gannett-mcclatchy-table-stakes/>

2020-09-24 14:00:52 UTC Liz White Here's more info about the LMA Journalism Funding Lab: <https://www.localmedia.org/lmas-center-for-journalism-funding-names-16-participants-in-first-lab-cohort/>

2020-09-24 14:00:54 UTC Liz Gotthelf Will this chat be saved so we can refer to it later?

2020-09-24 14:02:02 UTC Lou McCall I would love to have all these links to share and keep...

2020-09-24 14:02:28 UTC Keene Sentinel - KEENE NH I will try to copy the chat and put it with our materials at the end of the session/event

2020-09-24 14:03:00 UTC Keene Sentinel - KEENE NH Also, this session is being recorded so the chat should be visible there as well

2020-09-24 14:03:21 UTC Amy Kovac-Ashley (API) The Lenfest News Philanthropy Network: <https://www.lenfestinstitute.org/news-technology-innovation/lenfest-institute-announces-launch-of-lenfest-news-philanthropy-network/> (just launched)

2020-09-24 14:03:55 UTC Emily Ristow Here's a link to the Post & Courier's "We the Women" series: <https://www.postandcourier.com/wethewomen/>

2020-09-24 14:04:52 UTC Liz Gotthelf Great, thanks

2020-09-24 14:08:28 UTC Wendy Knight Excellent points about trying out new ideas, and then being able to abandon the ideas that aren't working.

2020-09-24 14:09:07 UTC Nancy Crevier Thank you to presenters and those who commented.

2020-09-24 14:37:11 UTC Lou McCall I would like to know Tracy and her contact info, our papers have a lot in common! news@questaedf.com

2020-09-24 14:37:29 UTC Emily Ristow Here's the link to the grant playbook and database article: <https://betternews.org/raleigh-news-observer-shares-playbook-how-to-write-a-grant-gannett-mcclatchy-table-stakes/>

2020-09-24 14:37:43 UTC Lou McCall thank you, Emily!

2020-09-24 14:41:11 UTC Emily Ristow More info on the partnership Les is talking about: <https://betternews.org/nonprofit-magazine-community-newspaper-worked-together-cover-opioid-crisis-rural-north-carolina/>

2020-09-24 14:41:29 UTC Traci Fowler Hi Lou! My name is Traci and I'm a community volunteer for our small paper (based in Andover, NH) - traci.fowler@gmail.com

2020-09-24 14:43:42 UTC Lou McCall Thank you, Traci, what you are doing sounds amazing! questanews.org, let's keep in touch!

2020-09-24 14:44:21 UTC Keene Sentinel - KEENE NH I was able to save this chat complete with links. If you would like it (word document) please email me at jgarcia@keenesentinel.com and I will send it to you.

2020-09-24 14:45:20 UTC Keene Sentinel - KEENE NH Les High: leshigh@nrcolumbus.com

2020-09-24 14:45:31 UTC Keene Sentinel - KEENE NH Autumn Phillips: aphillips@postandcourier.com

2020-09-24 14:45:41 UTC Keene Sentinel - KEENE NH Liz White: lwhite@record-journal.com

2020-09-24 14:45:46 UTC Marcia Passos-Duffy Thank you!

2020-09-24 14:45:51 UTC Keene Sentinel - KEENE NH Amy Kovac-Ashley: amy.kovac-ashley@pressinstitute.org

2020-09-24 14:45:59 UTC Keene Sentinel - KEENE NH Emily Ristow: emily.ristow@pressinstitute.org

2020-09-24 14:46:00 UTC Dawn DeAngelis Thank you!

2020-09-24 14:46:53 UTC Lou McCall Thank you all!