

CRAZY GOOD!

**50 Ideas to Increase
Audience and Revenue at
Small News Organizations**

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NiemanLab

“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.

1

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[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

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To better serve underserved populations

[document](#)



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Rural states with dynamic weeklies

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[Project 7](#)

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Rural states with dynamic weeklies

VERMONT'S INDEPENDENT VOICE
SEVEN DAYS

[Seven Days food + drink section](#)



food+drink

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ALL

+ send a food tip



FOOD + DRINK FEATURES

Entrepreneur Rachel Averitt Creates Business Around Food and Hospitality

JAMES BLICK

POLITICS

Milk Money: Will Vermont's Migrant Workers Get State Stimulus Checks?

FOOD + DRINK PROMOTION

Good To-Go: Get \$20 Off Takeout from Bud Light!

PAID POST

FOOD + DRINK FEATURES

Entrepreneur Rachel Averitt Creates Business Around Food and Hospitality



restaurants+bars

4

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TAOS NEWS

Tuesday, September 1, 2020

Rural states with dynamic weeklies

[Tempo](#)

[Taos Woman](#)

5

A black poster for the Taoseña Awards. At the top, it says "THE MOUNTAIN CALLS STRONG WOMEN" in teal. Below that, "TAOSEÑA" is in large teal letters and "AWARDS" is in large white letters. To the right, it says "HONORING 8 WOMEN OF IMPACT" in white. A teal circle on the right contains the text "A SPECIAL LIVE BROADCAST ON FACEBOOK & THE TAOS NEWS WEBSITE THIS FRIDAY AT 3PM". At the bottom, there is a row of logos including "sponsored by" and various local business and community logos.

THE MOUNTAIN CALLS STRONG WOMEN

TAOSEÑA
AWARDS

HONORING
8 WOMEN
OF IMPACT

A SPECIAL
LIVE BROADCAST
ON FACEBOOK
& THE TAOS NEWS
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Silent Reading Party

[The stranger](https://www.thestranger.com)

6

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Access to Online News Services Fast. Search Local and World News with Online News Now™ Online News Now [OPEN](#)

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TOP STORIES


Man Crashes Into Barricade and Shoots Protester on Capitol Hill

by Rich Smith and Jasmyne Keimig



SLOG
The Latest COVID-19 News, Updated Constantly

Restaurants Open for Takeout & Delivery


**K I N G
C O U N T Y
L I B R A R Y**

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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

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Speaking of trust

[report](#)

8



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The University of Texas at Austin
Center for Media Engagement
Moody College of Communication

Speaking of trust

[here](#).

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.

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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

[here](#)

Be human

Let them do the talking

Meet your audience members where they are

10

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[piece](#)

Speaking of trust



[Home](#) [Topics](#) [Events](#) [Resources](#) [Contact](#) [Publishers' Corner](#)



How you can support The Day
The Day - 1 / 10

How you can support The Day - Erica Moser
The Day 1:29

2 How you can support The Day - Carlos Virgen
The Day 1:23

3 How you can support The Day - Peter Huoppi
The Day 1:33

4 How you can support The Day - Karen Florin
The Day 1:13

5 How you can support The Day - Paul Choiniere
The Day 2:19

6 How you can support The Day - Scott Ritter
The Day 2:20

How you can support The Day - Rick
The Day

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[The Shawnee Mission Post,](#)

Paywall success in northeast Kansas

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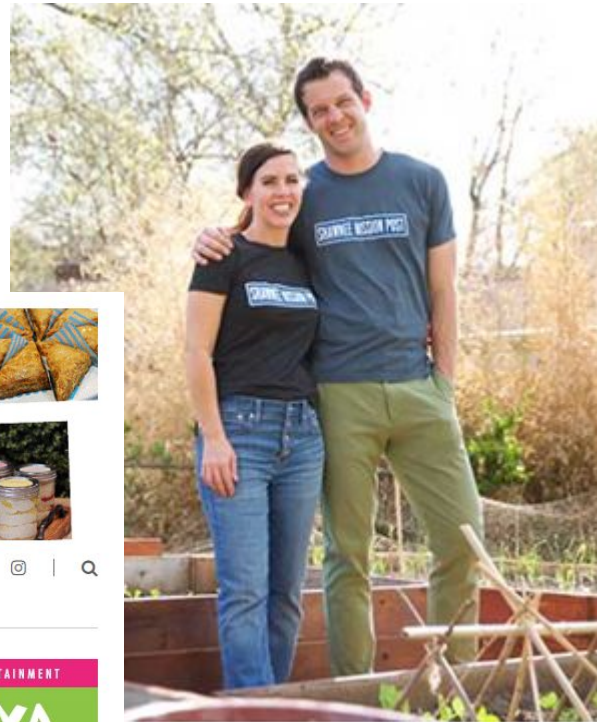
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2020 ELECTIONS

Kansas state senator Julia Lynn of Olathe bows out of re-election bid, citing sister's health



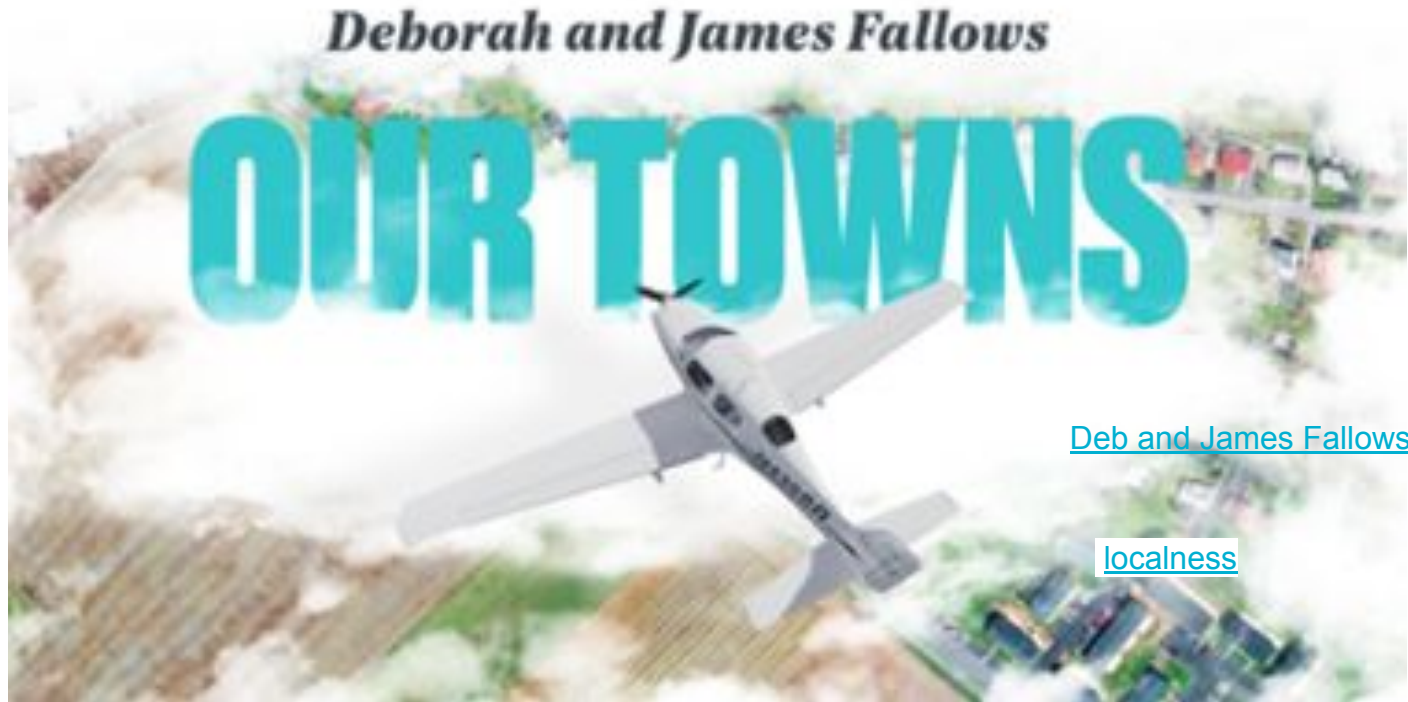
KYLE PALMER / SEPTEMBER 02, 2020 07:19 AM



Julia Westhoff and Jay Senter

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13



[Deb and James Fallows.](#)

[localness](#)

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[here](#)

A colorful idea


READER

14

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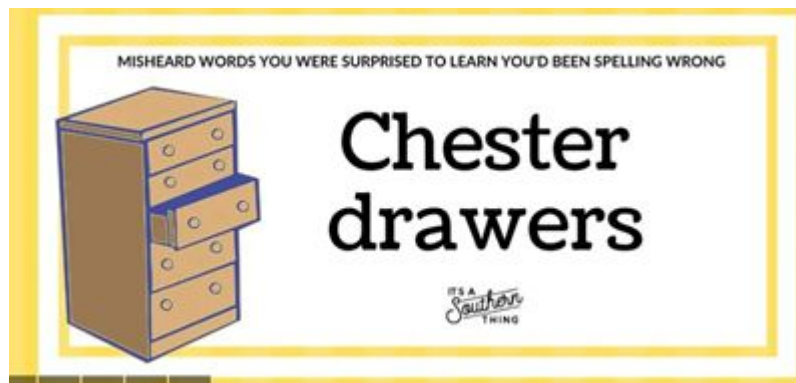


It's a Southern Thing

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["People of Alabama"](#)

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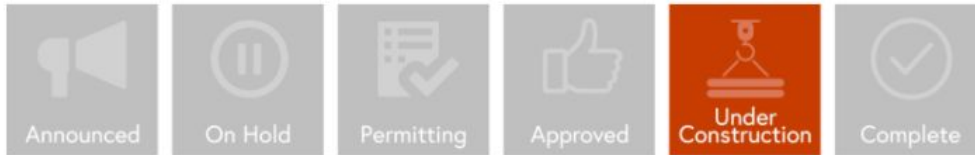


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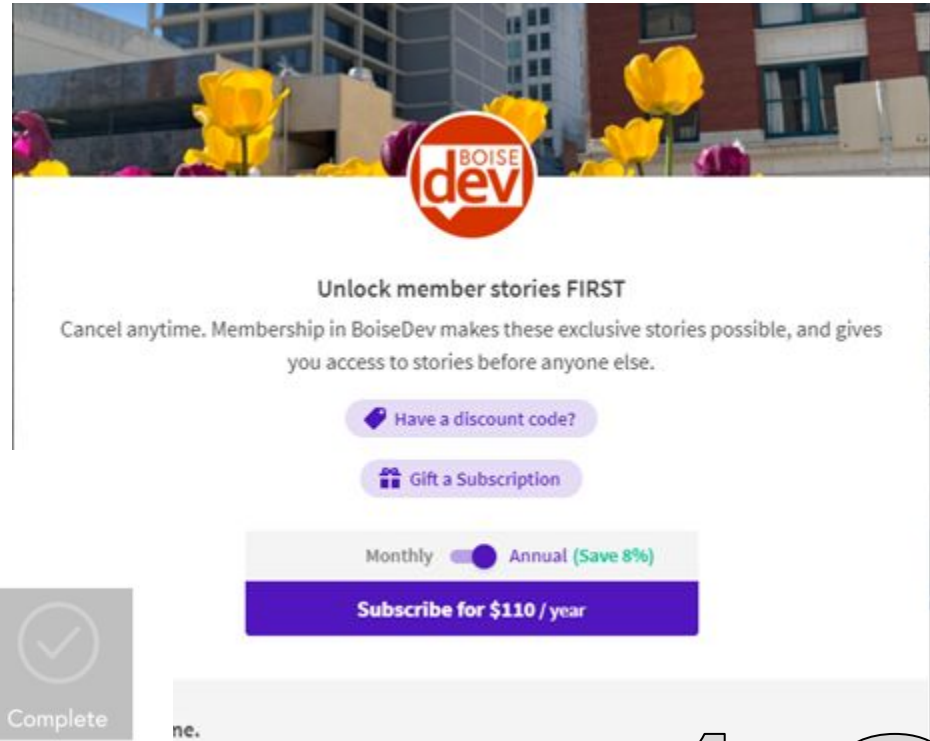
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Boise business site showing success

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](#)

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NiemanLab

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**

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[Food & Drink](#)



Looking for a breakthrough with readers? How about through their stomachs?

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Journalists can promote the value of their work and drive subscriptions

[here](#)

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Virtual stage keeps arts alive

[“No Intermission.”](#)

20



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

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

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Turning to readers for support

Help Local Journalism Thrive

The Keene Sentinel in Keene, NH



Community Funded

This project ended on
July 1, 2020 @ 12:00 AM

414
SUPPORTERS

\$46,986 / \$45,000
RAISED

HOME UPDATES COMMUNITY 414 COMMENTS

21

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Small Mississippi daily scores with glossy sponsored healthcare magazine

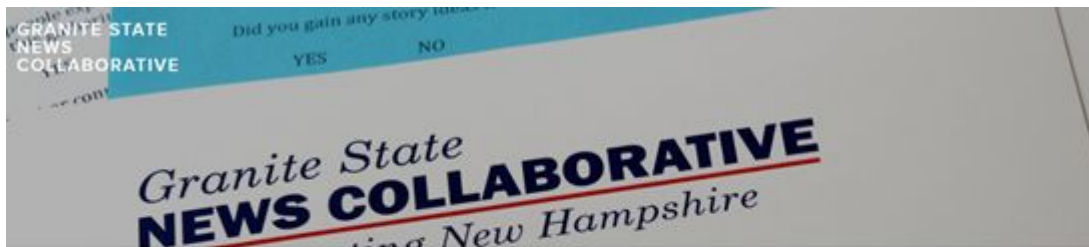


[Enterprise-Journal](#)

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Collaborative journalism hub takes root in New Hampshire



COVID-19 COVERAGE

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Working Together to Connect New Hampshire

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**Collaboration
support**

[website.](#)

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Stateline - A resource from Pew Charitable Trust

[Fiscal 50](#),

25

The screenshot shows the Pew Charitable Trusts website. At the top is the Pew logo and a navigation bar with links: TOPICS, PROJECTS, FEATURES, ABOUT, GET INVOLVED, and a SEARCH bar. The main heading is 'Fiscal 50: State Trends and Analysis'. Below this, it says 'DATA VISUALIZATION', 'April 28, 2020', and 'Topics: Fiscal & Economic Policy, U.S. State Policy & U.S. Policy'. It also lists 'Projects: State Fiscal Health' and 'Tags: State data' with a 'Read' link. A 'Share' button is on the right. A paragraph describes the resource as an interactive tool for analyzing fiscal, economic, and demographic trends in the 50 states. Below this is a row of five categories with corresponding icons: REVENUE (line graph), SPENDING (stacked bars), ECONOMY AND PEOPLE (orange bars), LONG-TERM COSTS (line graph with 'HE' and 'CO' labels), and FISCAL POLICY (line graph).

PEW

TOPICS PROJECTS FEATURES ABOUT GET INVOLVED SEARCH

Fiscal 50: State Trends and Analysis

DATA VISUALIZATION April 28, 2020 Topics: Fiscal & Economic Policy, U.S. State Policy & U.S. Policy Projects: State Fiscal Health Tags: State data Read

time: 15 min

Share

Fiscal 50: State Trends and Analysis, an interactive resource from The Pew Charitable Trusts, allows you to sort and analyze data on key fiscal, economic, and demographic trends in the 50 states and understand their impact on states' fiscal health. [Read the key findings below.](#)

[MORE FROM FISCAL 50](#)

REVENUE SPENDING ECONOMY AND PEOPLE LONG-TERM COSTS FISCAL POLICY

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Powerful Solutions

[Story Tracker](#)

26

J SOLUTIONS STORY TRACKER®
BROWSE ▾ SEARCH

Type here to search stories

SEARCH FULL TEXT OF STORY

YES NO

TRENDING TOPICS:

SORT BY

Relevance
Most Favorited
Newest First
Oldest First

START YOUR SEARCH HERE:

We found 2 results for:

VOTER SUPPRESSION × Clear

TITLE
& DESCRIPTION

Young voting advocates take up
the fight against suppression

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Capitalizing on craft beer

The Charlotte Observer

MySNPA - Great ideas - eBulletin - Return to SNPA Foundation

SOUTHERN NEWSPAPER
PUBLISHERS ASSOCIATION

SNPA

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GREAT IDEAS

Selling the cultural deal

The Charlotte Observer literally sent customers to local breweries

The Charlotte Observer

Posted Monday, December 17, 2018 4:47 pm

By Jane Nicholes, SNPA Correspondent

Calendar VIEW ALL



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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.

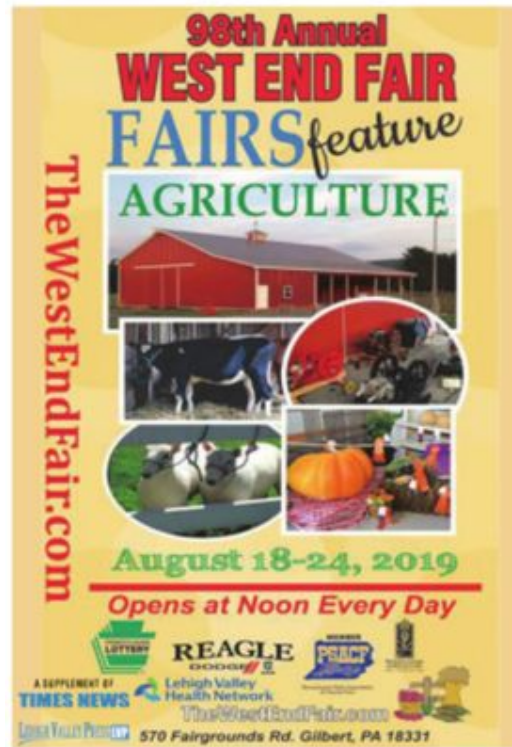
Good Luck!
KIFI/KIDK

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29

Scour winning press association entries
for ideas....

[West End Fair,](#)



LEHIGH VALLEY
WEATHER



70°F
Partly Cloudy

TIMES NEWS
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SEARCH

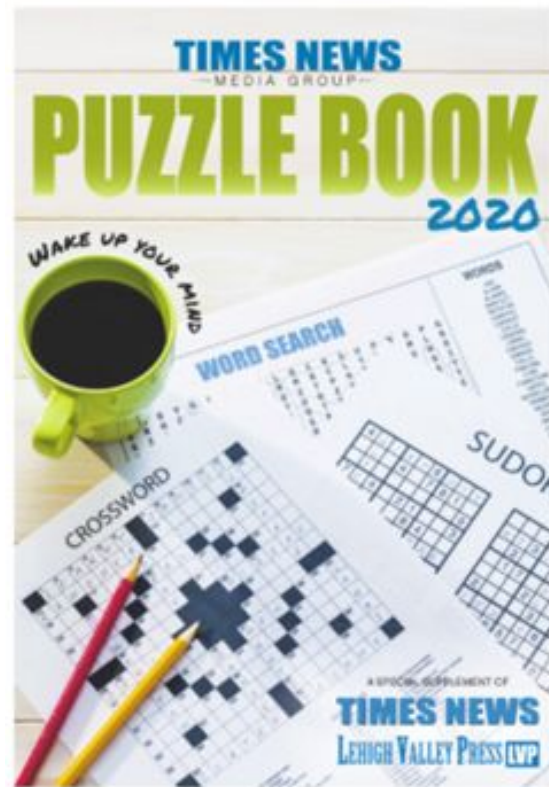
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.....And while you're looking for new ideas

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[puzzle section](#)



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**Facebook and
live events**

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The Keene Sentinel 
2K views · August 14



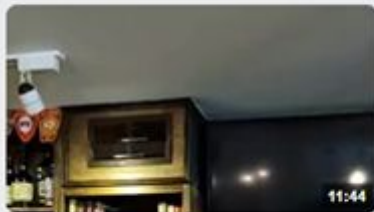
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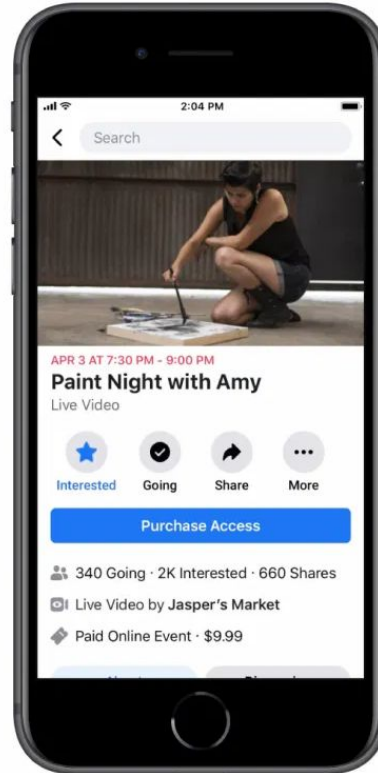
Facebook app

Paid Online Events for Small Business Recovery

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On the subject of
Facebook and events

[Facebook Events](#)



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Page design with impact



Victoria Advocate, First Place, Division 2

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One impressive magazine

[Rock & Vine](#)

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Funding journalism

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[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](#)

[piece](#)

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And while we're discussing funding...

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News  Fuel

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Election coverage 2.0 in 2020

[citizens agenda guide.](#)

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Thanking front-line workers
– with the help from children

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Newsletters: Invaluable connections to niche audiences

[here](#)

**Business
Recovery Center**

Click here for up-to-date
information for businesses
recovering from COVID-19.

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**NH BUSINESS
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TODAY'S BUSINESS NEWS BROWSER **MORE @ NHBR.COM**

Bids for Exit 4A project exceed state estimate by \$30 million, putting project on hold The proposed 4A exit from Interstate 93 in the Londonderry and Derry area is on indefinite hold after the three bids received by the state Department of Transportation each came in \$30 million more than the project's estimated costs. – NH UNION LEADER

New Hampshire commission grapples with school-funding answer Twenty-seven years have passed since the New Hampshire Supreme Court ruled that the state Constitution "imposes a duty on the state to provide a constitutionally adequate education to every

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BEST PRACTICES ENGAGEMENT HOW-TO INNOVATION MOBILE REPORTING REVENUE STRATEGIES
SOCIAL MEDIA TECHNOLOGY

Create a newsletter worth reading: Tips from the experts

TATYANA MONNAY | JUNE 19, 2020
INNOVATION IN FOCUS



Tatyana Monnay is the RJI Student Innovation Fellow at the Associated Press. This summer our student fellows will be sharing dispatches from their fellowships in newsrooms across the country for Innovation in Focus.

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Rust to Resilience: Case study in collaboration

[“Third Coast” at risk](#)



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[NewStart's website.](#)

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New starts showcased by NewStart

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INDIANOLA
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High school football “Team of the Week” promotion drives readership

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Strong use of video can increase audience engagement

VERMONT'S INDEPENDENT VOICE

SEVEN DAYS

ART HOP BACK THIS WEEKEND! GUIDE »

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STUCK IN VERMONT

Video: For a NYC Couple Considering a Move to Vermont, The Pandemic Sealed the Deal
by Eva Sollberger | Sep 10, 2020

Video: Camping at Grand Isle State Park During a Pandemic
by Eva Sollberger | Sep 3, 2020

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ARTS + LIFE • STUCK IN VERMONT DECEMBER 27, 2018

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Stuck in Vermont: Burlington High School's Dance Team Brings the Crowd

Episode 560

By EVA SOLLBERGER @STUCKINVERMONT

BHS's Dance Team [560]

Watch later Share

Burlington High School senior Medine Nifasha, has been dancing all her life. What started as a fun activity with friends, became a popular **YouTube channel** and eventually, a student-led, hip-hop **Dance Team** with lots of fans. Medine is the captain and choreographer for the group which she co-founded in

about the author

Eva Sollberger
eva@sevenminds.com
@stuckinvermont
Follow 3,724 followers

Seven Days senior multimedia producer Eva Sollberger launched her award-winning "Stuck in Vermont" web video series in 2007. Her videos have been viewed by millions. She appears every other Friday on WCAX at 6:30pm.

more by this author

Video: For a NYC Couple Considering a Move to Vermont, The Pandemic Sealed the Deal
By Eva Sollberger

Video: Camping at Grand Isle State Park During a Pandemic
By Eva Sollberger

Video: The Summer of the Drive-In
by Eva Sollberger

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Speaking of Vermont.....

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[The Stowe Reporter.](#)

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VT SKI+RIDE
Vermont's Mountain Sports & Life

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SAVE ON 20/21 PASSES

Sugarbush



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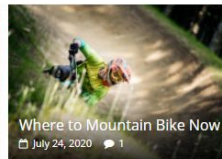
CALENDAR



Featured+

These World Cup Races Are Cancelled

August 20, 2020 Lisa Lynn 0



Where to Mountain Bike Now

July 24, 2020 1



Killington Offers New
Passholder Promise Plan

May 1, 2020 Comments Off



The Man Who Made Snow

April 27, 2020 Comments Off



Skilling's PPE Cottage Industry

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Writing contest give voice to local authors

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CRAZY Good!

Timely resource for understanding polling

[resource](#)

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**What makes your
election coverage
credible?**



Tips for getting credit for your integrity and public service

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Politics and Pancakes – a long-standing event goes virtual in the pandemic

[here.](#)



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Another virtual opportunity – career fairs

THE BLADE

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A guide to membership models

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

[link](#)

By: Joseph Lichterman

May 7, 2020

[News Technology & Innovation](#)

[Research & Reports](#)



[link](#)

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50

A reminder of the importance of the work we do

LAWLESS

Sexual Violence in Alaska

[reporting](#)

[here](#).

The Anchorage Daily News and ProPublica are investigating sexual violence in Alaska, and why the situation isn't getting better.

FEATURED



Unheard

Alaska has the highest rate of sexual assault in the nation. Yet it is a secret so steeped into everyday life that discussing it disrupts the norm. These women and men did not choose to be violated, but they now choose to speak about what happened.

by Adriana Gallardo, Nadia Sussman and Agnes Chang, ProPublica, and Kyle Hopkins and Michelle Theriault Boots, Anchorage Daily News, June 1, 8 a.m. EDT

Thank You