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The  State

Star-Telegram

The Fresno Bee

THE NEWS TRIBUNE

Tri-City Herald

The Beaufort Gazette

The Herald-Sun

The Telegraph

Engaging readers with targeted messaging

Amanda Wilkins | August 2020

Coronavirus newsletters

We queried our newsletter click activity data to identify readers who were opening stories about the coronavirus outbreak.

- First newsletters sent Feb. 29
- Remaining markets rolled out in waves
- Sending a coronavirus newsletter in all markets by March 20

The  State

Coronavirus: Latest News

Welcome to a special update on the global coronavirus outbreak. Each day, we'll provide a roundup of news, tips and fact-checking to help you navigate the flood of information about the disease and its impacts.

A Brazilian press official who met with President Trump last weekend at Mar-a-Lago [has tested positive for the coronavirus](#). The president's response: "Let's put it this way, I'm not concerned." Sen. Lindsey Graham, R-S.C., who also attended the event, said [he would self-quarantine](#).

Democratic presidential hopeful Joe Biden criticized the administration's handling of the pandemic, saying, "We have to get to work immediately to dig ourselves out of this hole." He also released his plan to combat the virus.

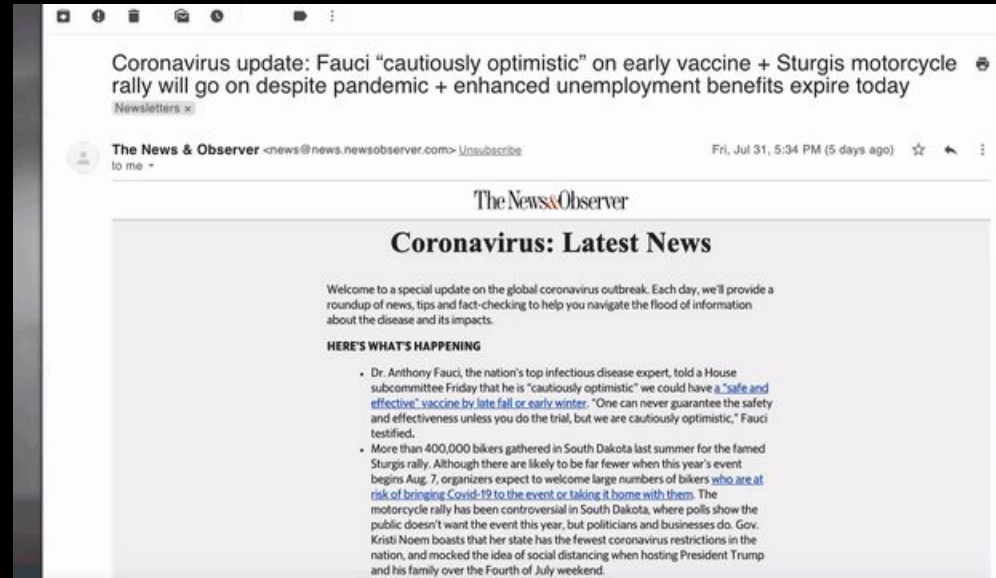
[The NCAA canceled the men's and women's basketball tournaments](#), one day after announcing that fans would be banned from the events.

Also Thursday:

- The DOW plunged again, this time dropping more than 2,000 points, as investors reacted to Trump's ban on incoming flights from Europe. The president also suggested that [domestic air travel could face restrictions](#) to curb the spread of the virus.
- A [second NBA player tested positive for coronavirus](#) as the league went dark for an undisclosed amount of time.
- Major League Baseball announced it is suspending spring-training games and delaying the start of [regular season by at least two weeks](#).

Coronavirus newsletters

- Hybrid newsletter with nationally focused intro
- Followed by list of local stories
- About **70%** of readers surveyed wanted national virus info
- Second round of click queries increased audience **150%**
- Some markets grew more than **tenfold**



The numbers

77%

average open
rate in March

59%

open rate
in July

21%

click rate
in March

14%

click rate
in July

McClatchy newsletter averages: 30.5% open rate, 6.3% click rate

Of the total coronavirus newsletter audience, 57% are paying subs

What's next?

Important things we learned:

- Our newsletter tech needs some key improvements
- Need to put more effort toward getting new newsletter readers

Retaining the audience:

- Started sending “We Rebuild” newsletter to the same audience, solutions-focused
- Developing an offboarding plan

The Charlotte Observer

We Rebuild

Among this week's developments: Many Charlotte companies working remotely until 2021; local businesses may get assistance enforcing mask-wearing; and we look ahead to a potential move to Phase Three at the end of this week.

How Charlotte is rebuilding:

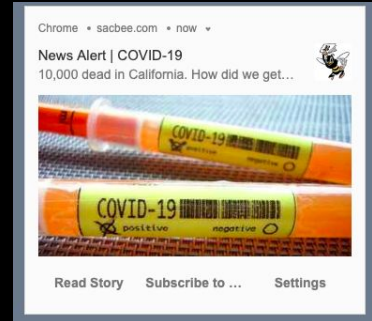
- Daily hospitalizations and the positivity rate of COVID-19 tests [are both starting to drop](#) in Mecklenburg County for the first time in months, though it's still unclear whether recent data is the start of a longer trend or not.
- Our newsroom surveyed a dozen of the area's top employers, and found large swaths of Charlotte's white-collar workforce [won't return to the office](#) until at least 2021.
- Mecklenburg County is exploring an “ambassador” program [to help businesses enforce](#) Gov. Roy Cooper's statewide mask mandate. Lowe's Home Improvement said its workers [would not enforce mask-wearing in stores](#) due to concerns for employee safety.
- Young people [have made up a steadily increasing portion](#) of Mecklenburg County's new coronavirus cases since April, while cases in people ages 40 and up are dropping. “Young people are not doing what we need them to do. They're not wearing masks, they're not social distancing. ... As long as that behavior continues,

Browser notifications

Pushly

Using Pushly to send web notifications, with heavy use of their segmentation capabilities.

- Pushes to segments see click-through rates rates **2 percentage points higher** than all-subscriber sends
- Segmenting by topic, URLs clicked, keywords, engagement
- New as of last week: Segmenting pushes to **paying subscribers**
- In March, we saw **twice as many pageviews** from browser push as we did the previous six months **combined**
- Since March, browser notifications have accounted for **almost twice as many pageviews as Twitter** on McClatchy sites



Thank you.

[Questions?]