



GroundSource

Your audience is already texting 📱

Join the conversation + listen in 🗣️



@GroundSource



GroundSource

GroundSource makes strong connections within local communities through text messaging.



The
Philadelphia
Inquirer

 MISSISSIPPI TODAY

 Chalkbeat

1A 

The
Seattle
Times






KPCC
www.kpcc.org

- Source stories
 - Send news updates
 - Collect stories
 - Drive engagement
 - Build loyalty
 - Fundraise
 - Convert subscribers
- Listen.**





**“We had to get creative
about how we got
information out to them.”**

-Caroline Bauman,
Community Engagement Strategist,
Chalkbeat



Chalkbeat



GroundSource

Listening makes you agile.

- Chalkbeat launched a text-in line for families to find nearby meals for their kids when schools closed
- Spanish and English language
- **Privacy and intimacy of one-on-one texting made people feel comfortable asking personal questions.**
- “Can I bring a baby?”
- “Do I have to bring an ID to get food?”
- “Do I have to speak English to pick up meals?”



**“We became
LA’s help desk.”**

-Ashley Alvarado
Director of Community Engagement,
KPCC



+



Listening makes your audience loyal.

- KPCC asked their listeners what questions they had about Covid-19
- Hundreds of people responded
 - Audience-centered approach
 - Urgent questions answered in real time
- **Listeners started texting in asking for specific KPCC team members by name.**
 - **Now that’s audience loyalty.**



“Texting can really connect with, grow and *diversify* our audience.”

-Lauchlin Fields
Web & Engagement Editor
Mississippi Today

Listening makes you more diverse and inclusive.

- Urgent Covid-19 updates, protests and changing the Mississippi state flag
- Diversity = people who don't sit at a laptop all day.
 - Texting reaches a wider demographic
 - Expands information accessibility
- **Insights from audience responses and uncovering additional sources has lead to more reporting on a wider range of topics.**



MISSISSIPPI TODAY

+



GroundSource



GroundSource

Your audience is already texting 📱

Join the conversation + listen in 🗣️



@GroundSource



GroundSource