Succeed or Fail Fast
November 2019

Consumer Revenue Team Became Facts Aren't Free Team
Audience is anyone who reads our content

Pivoting to

Audience Focused Model

Multiple audiences each with own interests, needs, problems

Building engagement, earning subscriptions

Fighting for clicks

Pageviews

Engagement
Facts Aren't Free Team
4 Task Forces Formed in December 2019

1. Content Engagement Strategies
   a. Digital Reporter Playbook
   b. Listening → Hearken →

2. #FactsArentFree Marketing
   a. Messaging & Website

3. Retention & Onboarding

4. Pricing Offers
   a. ARPU - $13/month
   b. Flash Sale Calendar
Record-Journal COVID-19 Local News Fund

At the Record-Journal we're committed to delivering FREE CORONAVIRUS COVERAGE during this crisis.

Today, in this financially challenging time, we are asking for a little extra support from all of you to help us keep our newsroom on the job.

Watch Graduation on Saturday, June 13 at 6PM

Top Story
Pollinator pathways effort continues in Southington despite kick-off event cancellation

Latest News
Artist hopes to inspire optimism in downtown Meriden amid pandemic
Fallout continues over Fishbein's retweet of racist meme
Can west side Stop & Shop be saved? Employees petition to stop Meriden store closure

Cava Restaurant in Southington unveils Alice in Wonderland themed
Record-Journal COVID-19 Local News Fund

65 Days

$20,631 in Donations

121 New Digital Subs

16% increase!
What’s Been Important

● Mission-based, Cross-Functional #FactsArentFree Team - meets weekly

● Company-wide - part of culture and everyone’s daily job, not more work on top → COMMUNICATION

● “Stop Doing” List

● Leadership and participation from the top

● Audience Focus & Listening became part of our daily culture