



Record-Journal
myrecordjournal.com



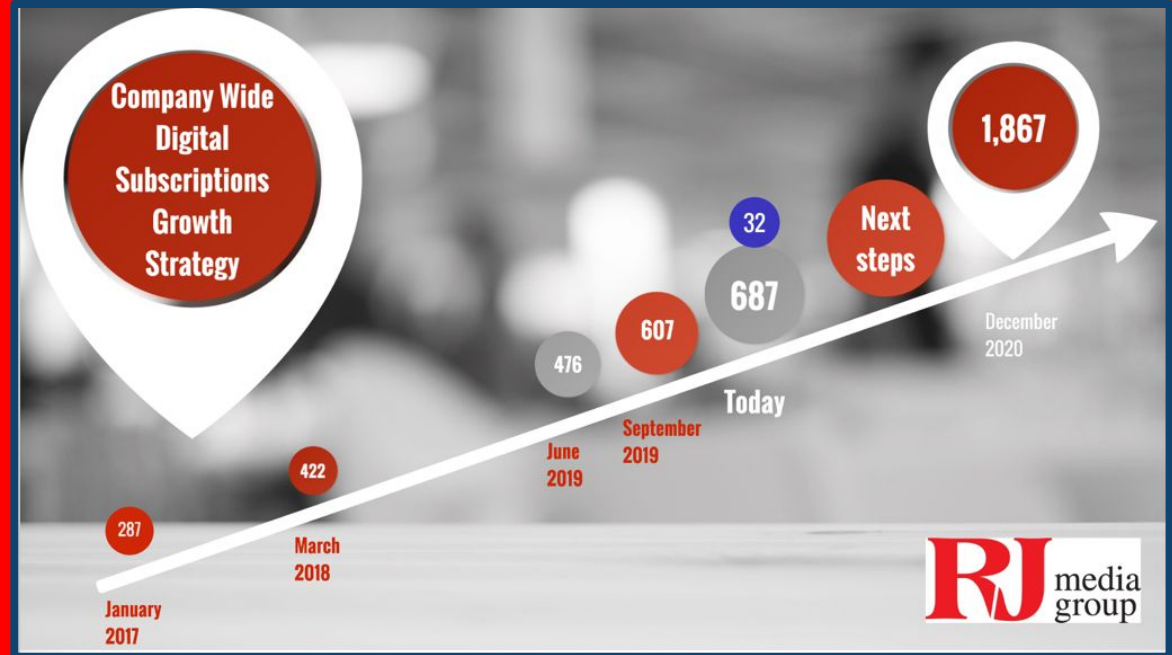
The Cheshire Herald
cheshireherald.com

Berlin Citizen | Cheshire Citizen | North Haven Citizen
Plainville Citizen | Southington Citizen | Town Times | The Post

Succeed or Fail Fast

November 2019

Consumer
Revenue Team
Became
FactsArentFree
Team



Pageviews

**Audience is
anyone who
reads our
content**

Fighting for clicks

Pivoting to

**Audience
Focused
Model**

Engagement

**Multiple audiences
each with own
interests, needs,
problems**

**Building engagement,
earning subscriptions**

FactsArentFree 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



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Get local, award-winning reporting from a fact-based source you can trust.

#FactsArentFree
Local. Community. News. By real journalists.

Record-Journal COVID-19 Local News Fund

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MY ACCOUNT SUBSCRIBE

NEWS TOWNS SPORTS OBITS CORONAVIRUS FOOD & DRINK CLASSIFIED EPAPER SERVICES


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.

COVID-19 LOCAL NEWS FUND
DONATE SUBSCRIBE

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.

RJ Morning News Briefing myrecordjournal.com

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Cava Restaurant in Southington unveils Alice in Wonderland themed

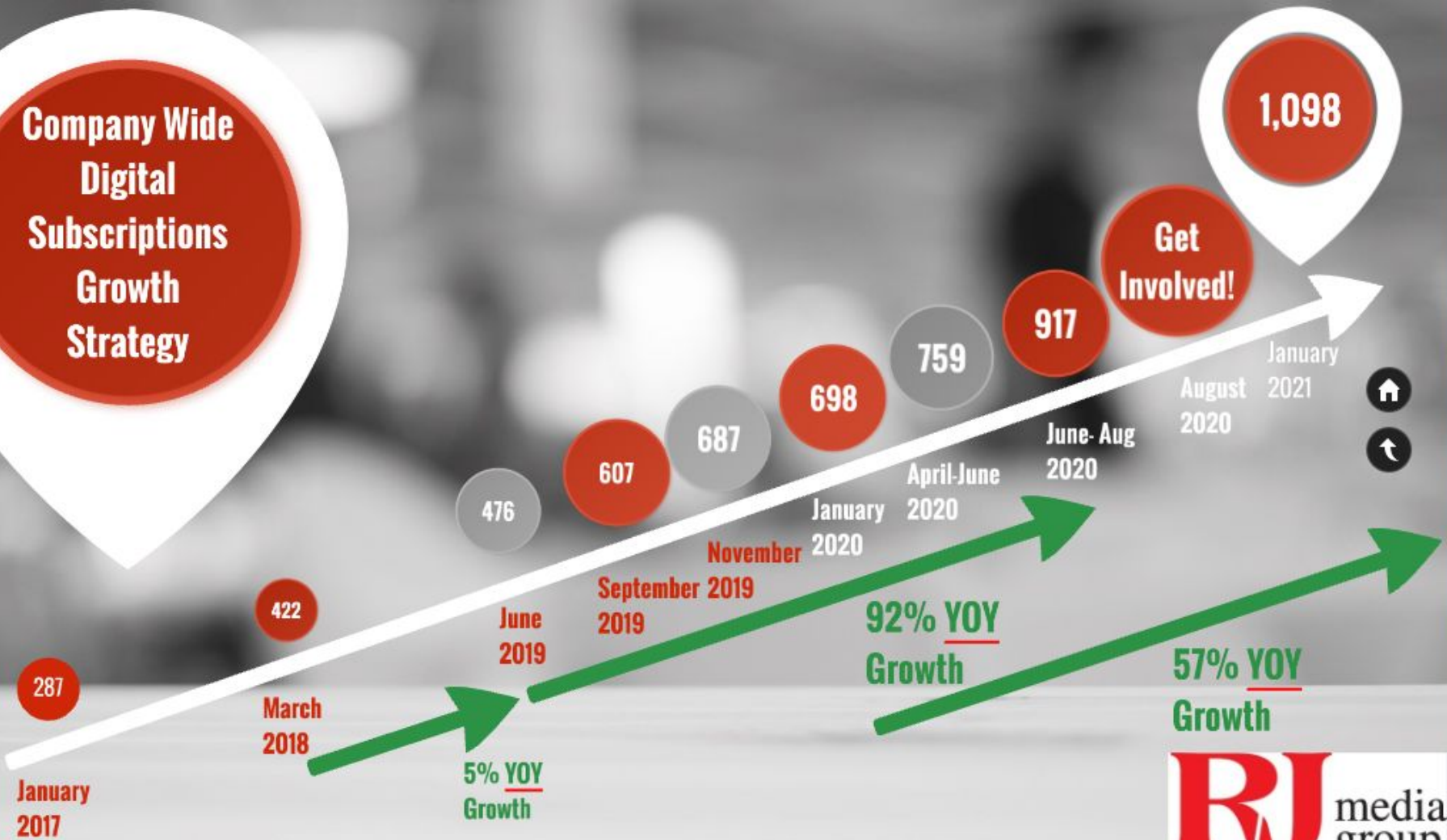
Record-Journal COVID-19 Local News Fund

65 Days

\$20,631 in Donations

121 New Digital Subs
16% increase!

Company Wide Digital Subscriptions Growth Strategy



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