

Going Multiplatform

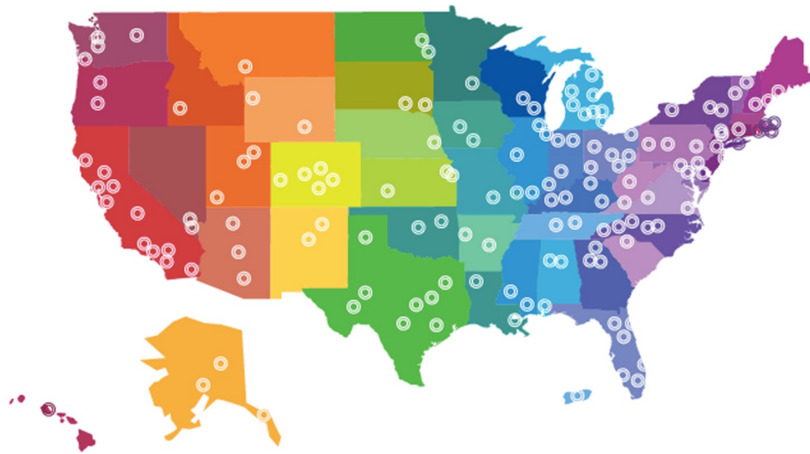
Revisiting two digital news site acquisitions, three years later

April 28, 2022

3 pm ET/2 p.m. CT/1 p.m. MT/12 noon PT

ABOUT PUBLIC MEDIA COMPANY

Public Media Company is a nonprofit consulting firm dedicated to serving public media. We leverage our business expertise to increase public media's impact across the country.



Public Media Company works in partnership with stations in urban and rural communities to find innovative solutions and grow local impact. We have worked with **over 300 radio and TV stations in all 50 states**

www.publicmedia.co

PRESENTERS



Alison Scholly
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JOE LEE
General Manager
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JOHN MOONEY
Founder and Executive
Director
NJ Spotlight

AGENDA

- Digital News acquisitions in public media
- WNET/NJ PBS joins forces with NJ Spotlight
- Colorado Public Radio acquires Denverite

Q&A

WHY PURSUE A DIGITAL NEWS ACQUISITION

- > Additional reporting resources
- > Access to new audiences
- > Growing your digital footprint
- > Expanding foundation relationships
- > Increasing engagement – via events or brand flexibility
- > Establishing expertise and/or legitimacy in a new realm
- > Buy vs. build -- a head start on a brand and an audience relationship vs. creating something from scratch

DID YOU KNOW?

Public media has been partnering/acquiring/merging with local digital news outlets for many years and in unique ways:

- 2015: Cascade Public Media acquires Crosscut.com
- 2018: KPCC – LAist; WNYC – Gothamist, WAMU – DCist
- KPBS has a co-location arrangement with partner inewsource.org
- California Newsroom is partnering with CalMatters.org

Public media partnering with a local news site is happening consistently across the country and in ways that are unique to each community

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THE EVOLUTION OF [NJ] Spotlight News



WHO WE WERE



- Weeknight Newscast
- Website
- Social Media Posts/Streams
- Live Coverage



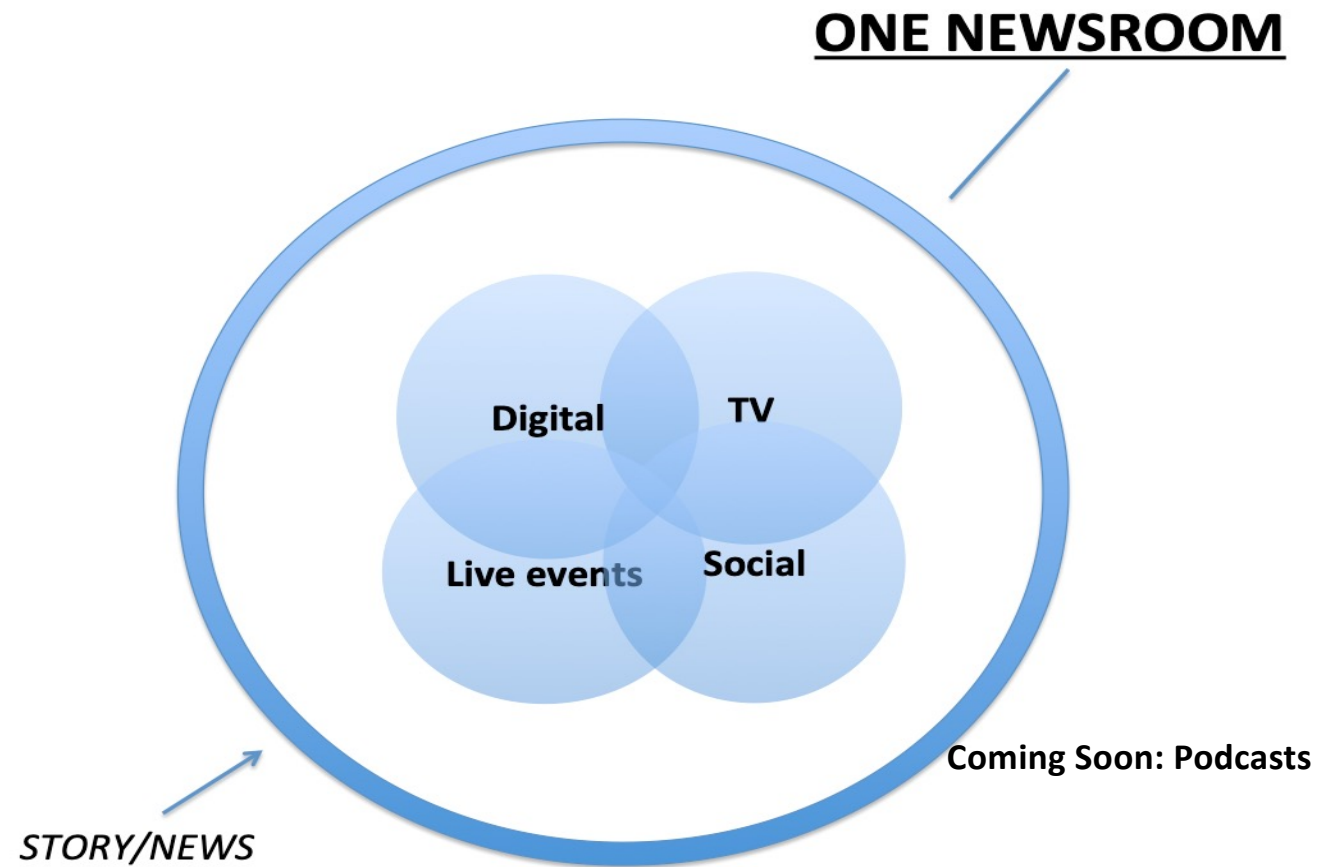
- Online News Website
- Digital Newsletters
- Social Media outposts
- Roundtable events

THE CHALLENGES

- Newsroom culture
- Editorial structure
- Mixed Media (Broadcast vs. Online Reporting)
- Fundraising



WHO WE ARE





LOOKING AHEAD

- Continued Newsroom Workflow and Resource Integration
- Fundraising Cohesion
- Regional Outlet Collaboration (Hyperlocals, NY/PA Outlets and Beyond)
- Tentpole Leadership in Our Media Ecosystem

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The opportunity & why it made sense

- > CPR & Denverite have a shared mission and commitment to journalism.
- > A loss of Denverite would be a loss to journalism.
- > Ability to leverage the strengths of both organizations.
- > Denverite was a digital native property
- > Accelerated CPR News growth plan by several years, providing important content focused on our largest market

Denverite

NEWSLETTERS ASK ABOUT SUPPORT US

News Things to Do Culture Homes & Cranes Government & Politics

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SCL Health Right Care
Online diagnosis and care instructions from the comfort of home.

Meow Wolf's annual VORTEX music festival is moving to Denver

Toro y Moi, Bob Moses, 100 geeks and more will headline the three-day immersive event, which takes place at a secret outdoor location in Denver.
By Maggie Donahue

Denver's understaffed planning department can't approve projects fast enough, and some argue it's making the housing crisis worse

Projects like single-family homes and duplexes are only being approved on time in 1% of cases.
By Kyle Harris

Six homes on a tiny Wash Park West block may be demolished for the sake of a highway and 'pedestrian-friendly' roadways

But homeowners don't know when the city will come knocking.
By Desiree Mathurin

Denver City Council approves raises for highly paid mayoral appointees

Six homes on a tiny Wash Park West block may be demolished for the sake of a highway and 'pedestrian-friendly' roadways

Home prices rose across all but two Denver area ZIP codes

Some Berkeley residents are displaced after a historic water main break floods their street


Denverite voice: strong & independent

- Newsletter opens: continued growth, nearly doubling since acquisition
- Denverite headlines often can't be mistaken for CPR (or anyone else)
- It's not just how it's written that surprises and delights, but the story selection itself

Denverite

These new Denver parents say they found freedom when they gave up on their homebuying dreams

Their parents just don't understand.



Kristin and Brett Post stand in front of their new home, which they're sharing with family in the suburbs.

Kyle Harris
Nov. 18, 2021, 11:48 a.m.


SHARE TWEET

Kristen Post had pretty steady success in her good job, marry, own a home, and have two kids. A few years back, she earned a master's in social work, met her husband, and they moved to a new neighborhood in the suburbs.

Denverite

Charlie Burrell turns 101, doesn't much like your whippersnapper music

He visited the Colorado Music Hall of Fame, to which he was inducted in 2017, to celebrate.



Charlie Burrell makes a visit to the Colorado Music Hall of Fame in celebration of his 101st birthday. 2021. Kevin J. Beaty/Denverite

Denverite

Are we still on for this Zoom Passover Seder or what?

The holiday is usually shared with family, friends and strangers. But this year's is going to hit a little different.





Photo courtesy of Francie Swidler

Denverite

A swanky Union Station high rise holds clues about how the rich and poor will coexist (or not) downtown

Have you been downtown lately?




David Mazzocchi stands outside of The Coloradan condo building just across the train tracks from Union Station. Jan. 28, 2022. Kevin J. Beaty/Denverite

Denverite

STREET WEEK: BRUCE RANDOLPH

The quarantine hole of Nick Moses

Meet the residents of Bruce Randolph Avenue.



Nick Moses stands before the giant, ongoing, hand-dug pond pit in his back yard off Bruce Randolph Avenue as he waits for the water to fill. Photo by Kevin J. Beaty/Denverite

EMAIL

in Sedar. Does cousin Jordan message. We lot more these


Denverite led 2020 coverage of protests

The nimble, audience-oriented staff was already well familiar with issues at the intersection of policing and race – as well as with local advocates and officials.


They provided daily coverage where needed but also critical context **to help readers make sense of what was happening, why it was happening, and what the real outcomes might be.**

Denverite

Sunday Denver protest marches through downtown for hours: ‘We shouldn’t have to do this. We shouldn’t.’



Protesters gather near the Capitol building in Denver on Sunday, May 31, 2020. Carl Payne/For Denverite

 Dave Burdick and Esteban L. Hernandez
May. 31, 2020, 11:07 a.m.

SHARE


TWEET

EMAIL


Holding signs with slogans like “WE’RE TIRED AF” and chanting “I can’t breathe,” hundreds of protesters were out again in Denver demonstrating outrage over the death of George Floyd while in police custody in Minneapolis. And once again many other

Denverite

Rally in memory of Elijah McClain shows police brutality protests are moving closer to home



Protesters stay put with fists raised despite a torrential downpour during a rally against police brutality at the Aurora Municipal Center. June 6, 2020. (Kevin J. Beaty/Denverite)

 Kevin Beaty and Ana Campbell
Jun. 06, 2020, 8:15 p.m.

SHARE

TWEET


EMAIL

Despite a torrential downpour, some protesters rallying against police brutality remained in front of Aurora’s municipal building all afternoon on Saturday. Those that stayed during the rain held up their hands for Elijah McClain, a 23-year-old who was killed during an interaction with Aurora police last


Denverite

Protests against racism and police brutality are changing policy and names in Denver. We’ll track those changes here.

Think of it like editing a Word document except the Word document is society.



Protesters stand in unison at Civic Center Park on June 6, 2020, to fight racism and police brutality. (Nathaniel Minor/CPR News)

 David Sachs
Jun. 09, 2020, 9:57 a.m.

SHARE

TWEET

EMAIL

As masses of people march for change to law

Three years later....

- > Unique website visits more than doubled to over 400,000/month
- > Daily newsletter subscribers increased from 15,000 to 20,000, with an open rate of 49%
- > Number of members increased dramatically in 2020, but back down this year to 1,750
- > Next level opportunity
 - > Continue to let Denverite be Denverite
 - > Targeted fundraising appeals
 - > Is this a model for other Colorado markets?

RESOURCES

Public Media Mergers Playbook

- <https://publicmediamergers.org/tools/>



Future of Media Project, Harvard

<https://projects.iq.harvard.edu/futureofmedia/home>

- Emerging Nonprofit Media and Donors list

https://projects.iq.harvard.edu/files/futureofmedia/files/emerging_digital_nonprofit_media_and_donors_may_2021.pdf