

**NEED A MASTER PLAN?**

# **COMMUNITY JOURNALISM PROJECT**

**Print isn't dead, but print-only doesn't cut it anymore.  
To survive: engage with your *whole* community.**

## **DIGITAL COMMUNITY-BUILDING GRANT**

Technology, marketing & strategy

\$400 cash

6-month initial partnership

**No extra work for your team**

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COMMUNITYJOURNALISMPROJECT.COM

# WHAT WE DO

## Find Subscribers

We work on your behalf to find new readers – both print & digital-only – and convert them to paying subscribers

## Engage Subscribers

You focus on your content; we'll deliver it to your community. We complement your print paper with web (traditional & mobile), email newsletters, social, and text msg. Print readers get added value and digital-only revenue will grow.

## Retain Subscribers

Strong content is the best retention effort you can make. Our content-first strategy uses your articles to get results through postcards, letters and emails. We cover all your subscribers, instead of treating online-only as second-class readers.

# HOW WE DO IT

## Distribution

Give us your content once, and we'll get it in the hands of your community. We learn the individual preferences of what readers are interested in, and how they want to receive it – then we work to capture their attention with your news.

## Technology

Designed from the ground up to be simple, intuitive and easy to use – you'll wonder why you settled for complicated tools in the past. Our system gives you, your community and your advertisers enough to be productive and no more.

## Marketing

Let us get the word out! We'll work to grow your community reach and help you find readers beyond your borders. This means both circulation & advertising revenue opportunities!

## Strategy

Running a successful business is hard, but it doesn't have to be complicated. We've seen a lot of what works and what doesn't – and we love to share our successes!

# GETTING STARTED

## Grant Program

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## After 6 Months...

There's zero commitment or obligation – you can stay with us or go to another vendor. We believe the system pays for itself and then some, but regardless of your choice we want to leave you stronger than we started.

## Getting Started is Painless

Share with us your subscriber list and some recent e-edition

PDFs. We'll get your system set up and give you a tour!

There is no obligation before, during or after your grant; if

you don't love us, we'll help you migrate easily to another

solution.