

ABOUT ME

HI! I'M EMILY ROSEMAN.

Research Director for the Institute for Nonprofit News (INN)

- Co-author of the **Unpacking** newsletter with Carrie <u>unpacking.substack.com</u>
- Newsletter research, Newsletter Guide, Newsletter Wizards blog
 - o <u>http://newsletterguide.org/</u>
 - <u>https://medium.com/the-newsletter-wizards-project</u>

This video will cover:

- Overview
- Why newsletters matters
- Different types of newsletters

WHY DO NEWSLETTERS MATTER AGAIN?

(AKA WHY ARE WE ALL HERE?)

NEWSLETTERS...

- Connect you with audiences
- Give you audience data + insight
- Let you provide specific content for specific audiences
- Build habit & loyalty
- Enable experimentation
- Inspire product thinking
- Make money

PIUS THERE'S A LOT GOING **ON HERE**



FOR THE INTERESTED is a newsletter for creators featuring free ideas to be you better produce, promote, and profit from your creations id is a gentle, simple 30-minute ritual held three times a week. V neet over Zoom and together share silence, music, a reading, and reflections esigned to offer what the pandemic has made difficult - stillness, rest, and munal experience. All are welcome

red of renting? Join The Home Dispatch's free community of aspiring nomebuvers & real estate experts to go from dreaming to closing Can't get enough of Ann's pie charts? We've got more data coming your way v ity Hormone Test, Through a simple at-home test, you ca lock tons of insight into your reproductive health — and in-depth. WE'RE DONE WITH PATRIARCHAL RUSINESS AS USUAL: A Radical Report

> space w/ new abstract art by Ann Friedman V ere for just right-sized canvasses+prints

nake it easy to buy these ads!

Classified Ad

from \$120.00

You know, like old-fashioned classifiedsonly in my weekly email newsletter, not a broadsheet newspaper. Text-only. Ads run in the order they were purchased. Short ads = 150 characters max. Long ads = 300 characters max.

Run Date



We're launching newsletters in 4 markets starting next year:

- Denver
- · Des Moines
- Minneapolis/St. Paul
- Tampa/St. Petersburg

SIGN UP: axios.com/local/

Verge' for Substack and the Future



Sarah Jeong talks to Newton about the details of his deal, subscription journalism, and what makes email such a good media format

Casey Newton on Leaving 'The

Sarah Jeong Sep 23, 2020 · 15 min read *

of Tech Journalism

Twitter acquires newslet(platform Revue

Anthony Ha @anthonyha / 7:00 AM EST • January 26, 2021

Facebook is said to be planning newsletter tools to court independent writers.

Facebook is working on newsletter tools for journalists and writers, according to three people familiar with the company's plans, a move toward offering more services to independent writers as the social network jumps into the fast-growing newsletter space.

Stage 1: Double check

- What are your goals?
 - What are you trying to achieve with this newsletter?
- Does a newsletter make sense for the goal you're trying to accomplish?



NEWSLETTERS AREN'T ALWAYS THE SOLUTION



V



THE LINK AGGREGATOR: FROM THE PUBLISHER



Take a moment to enjoy some much-needed clarity on the chaotic world around us with our hand-picked stories, below.

Not yet a Telegraph subscriber? Join us today with an annual subscription and we'll send you a <u>Fibit device</u>, worth up to £109, to help you stay fighting fit in mind and body. You'll need to be quick, though. This offer ends on January 31.



Navigate our complex world with clarity



Fraser Nelson argues that Nicola Sturgeon is 'far from invincible'. <u>Read on</u> to learn his three reasons for believing the Union is not lost.



'AstraZeneca is a scapegoat for the European Commission's staggering institutional failure', says Ambrose Evans-Pritchard. <u>Find out why here.</u>



As Priti Patel attacks those 'showing off in sunny parts of the world' during the pandemic, Anna Hart asks: <u>Is</u> <u>this the death of the</u> <u>influencer?</u>

Ehe New york Eimes



What to Cook This Weekend

Good morning. We're deep in winter on the East Coast of the United States, starting and finishing our days in darkness, frost on the windowpanes, salty grit at the doorstep. It'd be nice to have a roaring fire this weekend, at some giant pile of a house like something out a John Irving novel, sit on a couch in front of it for a while, then head into the huge kitchen to make dinner: a fresh ham; baked beans; mashed parsnips; a honking big double apple pie.

Good on you if that's possible. For most of us, it's not. It's just another weekend in the same place we've been for months and months, working or looking for work, schooling or struggling with schooling, living or just approximating living, day after day. Saturday, Sunday? For some of us, they may as well be Tuesday or Thursday.

Publisher Goal: get audiences to your website.

Audience Goal: stay up to date on favorite publishers.

THE LINK AGGREGATOR: FROM THE EXPERT





A two-year investigation into racism and sexism at CBS leads to...well, it's not completely clear what

Plus: The New Yorker Union work stoppage, media outlets quote antiimmigrant extremist groups, and "it's highly likely his comments will become public at some point." *By The Objective Staff.*

WHAT WE'RE READING

COLUMBIA JOURNALISM REVIEW / HAMILTON NOLAN

A newsroom assesses Marty Baron's tenure →

"[Baron] is a legend in the industry, and his reputation is well deserved. But many in the Post's newsroom also believe that his departure is well timed, because, ultimately, he is a man rooted in a different era."

WASHINGTON POST / SARAH ELLISON

Wanted: New top editors for American newsrooms in a highly uncertain time \rightarrow

Among those looking for a top editor? The Los Angeles Times, The New York Times, The Washington Post, Reuters, Wired, Vox, HuffPost, and the Center for Public Integrity. "Publishers assessing the next generation of editors willing to tackle these challenges are coming up against limited horizons: Some of the industry's most promising stars abandoned journalism as the industry grappled with cutbacks. And the pipeline of talented managers from regional papers has slowed now that so many of those papers have weakened or folded."

Publisher Goal: build reputation as expert or leader in subject.

Audience Goal: stay up to date on all developments across a field or topic.

THE BRIEFING

QUARTZ DAILY BRIEF

SPONSORED BY CITIX

Good morning, Quartz readers!

HERE'S WHAT YOU NEED TO KNOW

Robinhood raised \$1 billion from its investors. The fiercely criticized online broker is protecting itself as it reopens trading on stocks like GameStop "in a responsible manner." See more below.

Novavax said its vaccine is 89% effective. Just not against the South African variant. See more, um, below.

Old people might not get the AstraZeneca jab in the EU. Europe already has distribution problems, so this won't help.

General Motors will only make electric vehicles by 2035. Among plenty of good things, this means no more powerful, gas-guzzling Corvettes for midlife crises.

WHAT TO WATCH FOR

Robinhood and other brokerages attached sandbags to GameStop and AMC Theaters, and the market regained some stability. Then, the trading app announced it would allow limited trading on Friday, and share prices rose once again.

Here's some required reading:

- What's it like to be part of the "mother of all short squeezes"? A Reddit user speaks.
- The biggest space investors are cheering on the GameStop trade. To be clear, not investors *from* space, but Earthlings who invest *in* space—and they have their reasons.
- GameStop is tragically behind the times. Hedge funds had good cause to short the stock, but there's still time for the company to adapt.
- Who's next? Where short interest goes, Reddit could follow. Here are the 10 companies with the highest short interest as of Jan. 28.



BY ADAM CANCRYN Presented by Google

DRIVING THE DAY

For months on the campaign trail, JOE BIDEN's case for the presidency boiled down to a central premise: I have the plan that will end the pandemic.

He may still. But if we've learned anything from Biden's opening days in office, it's that it's going to take the better part of his first critical year.

The White House is already grappling with a series of emerging problems as it tries to get its Covid response off the ground, from dangerous new virus strains to vaccination slowdowns and the enduring mystery of why, exactly, 20 million doses of Covid-19 vaccine remain unaccounted for.

Add on top of that the specter of roughly 4,000 deaths a day , and it's been a welcome-to-the-big-leagues moment for a Biden team that's long touted its Covid plan, but now faces the far trickier task of executing on it. Publisher Goal: build reputation, build loyalty in newsletter, and sometimes refer back to site.

Audience Goal: stay very up to date on a specific topic or field of work.

THE BRIEFING + LINK AGGREGATOR COMBO SCALAWAG THIS WEEK IN THE SOUTH **Buy Supportive Housing** Meg O'Connor, The Appeal

Blue Monday is the name given to the third or fourth Monday of January, claimed by many to be the most depressing day of the year-when the post-holiday slump meets a collective sense of impending doom.

It's only been a month, but 2021 is already proving even more confusing than last year. Fittingly, this week's national headlines read like a mad lib of American tragedy and politics.

Become a Scalawag member today.

States continued to flub COVID-19 vaccine rollouts, and South Carolina found the first U.S. cases of a new strain of the virus. Right after the Justice Department ended the Trump-era "zero tolerance" immigration policy that allowed the government to separate children from their parents, a judge in Texas blocked it. Just as Amazon warehouse workers gained traction in their battle for the company's first viable union in Bessemer, Alabama, a tornado hit just 20 minutes down the road in North Birmingham. And to top it all off, internet pranks to short sell stock in GameStop

THIS WEEK FROM SCALAWAG



Wake County promised to reconsider cops in schools. When they didn't, students took to the streets. Courtney Napier, Scalawag

THIS WEEK IN THE SOUTH

1. Austin Will Use Money Cut From Police Budget to

"In the wake of Black Lives Matter protests this summer, we made a significant cut to policing dollars and reinvested that in things like this," said Council Member Gregorio Casar, who led the effort to cut police funding and sponsored an amendment last August that set aside \$6.5 million in recurring funding to be used for permanent supportive housing and services. "That's how we're paying for this. That's the only reason we're able to do this "

Big. Things. Poppin'! The Austin City Council voted this week to purchase one hotel and turn it into 60 units of permanent supportive housing for people experiencing chronic homelessness. Back in August, the council voted to immediately cut over \$20 million from the police department's budget, with most of that money coming from canceling cadet classes, reducing overtime spending, and eliminating contracts for things like license plate readers. About 2,500 people were experiencing homelessness in Austin at the start of last year, and nearly 1,600 of those people were unsheltered.

LEFTOVERS We fixed you a plate!

- · In South Carolina, health officials have identified the first U.S. cases of the COVID-19 variant that was initially detected in South Africa.
- · The Tranz Form is an authentic and eye-opening look into the lives of Black trans women.
- · Union officials estimate as many as 14,500 postal employees are currently under quarantine.
- · Biden's immigration declarations open up new political terrain for organizers.
- · Slightly more than 6 percent of American adults have received at least the first dose of the COVID-19 vaccine-but a disproportionately small number of them are Black and Hispanic people.
- · The uniquely American (and Texan) myth of Satanic cults: How guack psychology helped pundits invent the Satanic Panic of the 1980s and '90s.
- 'It's not something you have to do alone': Rural Alabama churches address food insecurity.
- · New Democratic Senate majority opens the path to democratic reforms.

VAUD ALLAF AF DIE

Publisher Goal: build affinity with publisher, create habit + loyalty.

Reader Goal: Feel connected to publisher, stay up to date and get a "behind the scenes" look.

"We can't play basketball in peace, we can't do anything in peace. And then we have

THE ESSAY

"Our collective courage is flagging and there is no time for that."

Anne Helen Petersen Nov 18 🛇 🖵 🖞



There's been a lot of online talk these past weeks about the ways in which Substack is reproducing some of the worst tendencies of the existing forprofit media structure – how it's become a haven for white men with bad opinions who don't want to be edited and just want to shout into echo chambers. I agree with a lot of this, and think there's much, much more to say about how even a <u>brief look at the top earners</u> will tell you something about what readers have internalized about what sort of content is worth paying for (and how many writers, especially women, have also internalized the idea that they shouldn't ask for compensation for this sort of fabor). (If you want to read more about this, <u>the best of the gene thus far</u> comes from Clio Chang at *Columbia Journalism Review*.)

At some point I'll write more about why I like the newsletter as a platform, about the future plans for editing, about trying to build a community that's in challenging conversation (If you'd like to part of that conversation, you can subscribe <u>here</u>), about why people crave that sort of online community when



I Don't Have a Love Language

My friend became my crush. How do I talk to them now?



iHola Papil is the preeminent deranged advice column from writer and author John Paul Brammer, now living on Substack If you've ever wanted advice from a Twitter-addled gay Mexican with anxiety, here is your chance. Support this column by sharing it and subscribing below. Send Papi a letter at holapapiletrers@gmail.com

Subscribe 🗸 🗸



¡Hola Papi!

I will be 27 in a few months, and I have just confessed a crush to a long-distance friend with extremely positive results. Why the hell are you writing in then, you ask?

Because it's my first romantic foray. Ever! The high school bubbly feeling is surfacing through the pandemic quarantine haze. I cried happy tears to my therapist! I'm super excited by the idea of being in a romantic relationship. But also, I have no idea what the hell to do next.

Setting aside a few things that might become issues down the road—we're thousands of miles apart even in Normal World, and semi-closeted on my part (to avoid family drama)—there's one thing that haunts me. I don't know how to switch from friend-language to crush-language. Publisher
Goal: Keep
reader in
newsletter,
build habit.

Reader goal: Enjoy a longer read.

- Link heavy vs. prose heavy
- Content blocks: purpose, number, order
- Length
- Voice, tone, point of view
- Design
- Frequency
- Send time



WHAT ARE THE VARIABLES HERE?









This video will cover:

- Audience research to get started
- Internal and external assessments

What to do before jumping right into newsletter-land:

Stage 1: Define your goals, and double check that newsletters fit your goals

Stage 2: Conduct an external, audience assessment with your target audiences

Stage 3: Conduct an internal, bandwidth assessment with you and your team

Stage 2a: External assessment

- MACRO: What problem can you solve for your audiences?
- **MICRO**: How and when do your audiences prefer to consume information?



Assessment methods available to you

- Audience metrics
- Census data or other existing data on target audiences
- Surveys
- Interviews
- Focus groups

Places where you can reach your audiences (current and future)

- Website or other products (podcasts)
- Social media
- Other newsletter lists, or partner newsletter lists
- Partners + community groups
- Events
- Get creative here!



Fishtown Neighborhood Survey

Thank you for your feedback! This is an updated version of a survey we sent back in December.

We want to understand how you've been discovering news and information about Fishtown over the past few months, if it's been easy or difficult to access and if you're satisfied with your experience.

We appreciate your time, The Lenfest Local Lab

* Required

1/10. What is your age? *
O Under 18
0 18-24
0 25-34
0 45-54
O 55-64
0 65+

2/10. How many years have you lived in or near Fishtown? *

O Less than a year

O 1-5 years

O 5-10 years

O 10-20 years

O 20+ years

4/10. How have you been spending time in the neighborhood during the past few months? (Choose all that apply) *

Picking up take-out

Picking up groceries

Spending time at a park/walking

Exercising

Volunteering

Attending socially distanced events

Attending virtual community events or workshops

Attending virtual community organization meetings

Attending demonstrations or protests

None of the above

Other:

5/10. Have you supported local businesses during the past few months? (Choose all that apply) *

Yes, I've ordered food from local restaurants

Yes, I've purchased gift cards from local businesses

Yes, I've donated to local businesses

Yes, I've used a local vendor for an essential service

Yes, I've shopped online from a local business

No, I haven't been able to support a local business

Other:

6/10. How do you see yourself spending time in the neighborhood in the fall while following public health guidelines? (Choose all that apply) *

Going out to eat or drink

Spending time at a park/walking

Exercising

Attending community meetings

Stage 2b: External assessment

What are your peers / competitors doing?

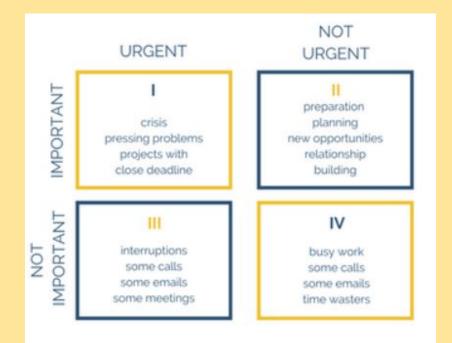
Outlet =	Name -	Occurrence -	Day -	Timing =
Chalkbeat Detroit	Week in review	Weekly	Friday	11 a.m. ET
Inside Higher Ed	Weekly News Update	Weekly	Friday	10 a.m. ET
NYT	The Learning Network	Weekly	Friday	6:30 a.m. ET
EdSurge	Next: The Best in Higher	Weekly	Friday	7 a.m. ET
The Chronicle	Weekly Briefing	Weekly	Friday	11 a.m. ET
The Chronicle	Academe Today	Daily	Mon-Fri	4 a.m. ET
EdSource	EdSource Today	Daily	Mon-Fri	11 a.m. PT
The 74	TopSheet	Daily	Mon-Fri	8-11 a.m. ET/Friday
EdWeek	EdWeek Update	Daily	Mon-Fri	7 a.m. ET
Chalkbeat Colorado	Rise & Shine	Daily	Mon-Fri	8 a.m. MT
Chalkbeat Tennessee	Rise & Shine	Daily	Mon-Fri	7:30 a.m. CT
Inside Higher Ed	Daily News Update	Daily	Mon-Fri	4 a.m. ET
SmartBrief	SmartBrief on EdTech	Daily	Mon-Fri	3 p.m. ET
The Hechinger Report	Mississippi Learning	2x/month	Monday	2 p.m. CT
The Hechinger Report	Weekly Update	Weekly	Monday	2 p.m. ET
EdSource	This Week in California I	Weekly	Saturday	8 a.m. PT
EdSurge	Instruct: News and Tips	Weekly	Thursday	7 a.m. ET
The Hechinger Report	Future of Learning	Weekly	Tuesday	2-3 p.m. ET
The Hechinger Report	Higher Education	Weekly	Wednesday	2 p.m. ET
Chalkbeat	Chalkbeat National	Weekly	Wednesday	3 p.m. ET
EdSurge	Innovate: Market Trends	Weekly	Wednesday	7 a.m. ET

If not this:

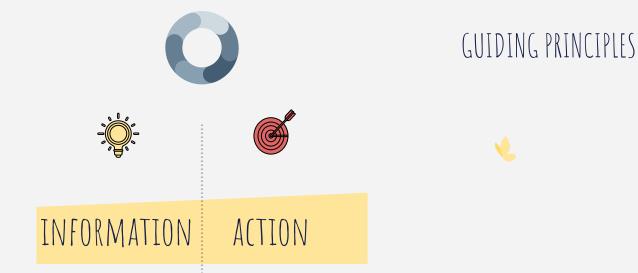
- Phone calls
- Google
- Post-COVID: Bus stops, libraries, coffee shops

Stage 3: Internal assessment

- How much time or bandwidth do you and your team have for this newsletter?
- Who's writing it?
- Who's editing it?
- Who's collecting and aggregating links?
- Who's adding images and formatting?
- Who's hitting send?



Which newsletter features are **both urgent and important** for your audiences?



y

The information you collect via audience research should inform and inspire action.

The actions you take (e.g. launching a newsletter) will lead to more information.









This video will cover:

 Audience research routines and best practices

ASPIRE FOR CHANGE



Let's do this thing.

by Ann Friedman



Martha Stewart's Best Lesson: Don't Give a Damn - NYmag.com She doesn't care if you like her. That's why I love her. BONUS GIF.

Pie Chart: What Are We Leaning Into? - The Hairpin Giving it 110%.

Mixing business and pleasure - CJR.org Sadly this column contains no blind items about hot journo-on-journo action.

We're All Bystanders in the Sandberg-Mayer Mommy Wars - NYmag.com Obligatory Sheryl Sandberg article.

Freelancing for free - CJR.org

How I decide when to write for no compensation—a response to an ongoing debate in journo-world about how much our words are worth. Also read this from Alexis Madrigal.

A Dating App That's Worth a Woman's Time - NewYorker.com

You guys should see my inbox after publishing this article. Every developer bro who's ever created an app to try to get laid has messaged me. It is awful! And hilarious.

I'm reading:

Amanda Hess on leggings. An essay on the charms of West Texas. Deep thoughts on teen girls and Tumbir and young girls and selfles. A dialogue on *Thelma & Louise*. A spellbinding narrative about a con artist. An explanation of how your grapes got so juicy and why they matter to you so much. The first reported dispatch from California's death row in eight years. A tour of Jackie Treehorm's house. The history of emoji (♥) and the future of zin codes. Also, Ebhron forever.

This week

The internet has settled into a predictable rhythm for me.

Monday - I see a Thing on TikTok or in a text, maybe Twitter or Instagram. Tuesday - The Thing is *everywhere* on social media. Wednesday - The Thing explainer articles start to roll out. Thursday - Now the reported features and essays. (What happened when I tried The Thing, the strange guy behind The Thing, how The Thing explains capitalism). Friday - I link to one of those essays, or maybe reference The Thing with a gif. Weekend - A brief respite between Things.

The Thing can be serious or silly, political or cultural, brand-new or just newly recognized. But it's always *everywhere*. Some recent examples: Zoom dick. Thanking Stacey Abrams. Four Seasons Total Landscaping. The coup. Sea shanties. Impeachment. Bernie's mittens. GameStop. "*wow can you believe it's still January*?"

I understand that I'm describing my own digital world, and the Things might be different in your corner of the internet. But I suspect I'm not the only one who feels like the pattern is too locked-in these days, that we are caught in a loop of collective interest that quickly turns to boredom. As a weekly-newsletter elder stateswoman, I can tell you that it didn't used to feel this way. There have always been popular memes and big news stories in a given week, and explainers and essays that followed them. (I can hear you saying, with a gentle eyeroll, "Thanks for 'splaining *the internet*, Ann.") But lately as I sit down to write the newsletter, I find myself thinking, "How do I want to acknowledge this week's Thing?" Or "I am so annoyed by this week's Thing, I refuse to mention it." That's new.

A theory: The familiar algorithmic nudges feel more intense and also more boring under the conditions of this pandemic. My life has shrunk to what happens in my home and on my screens. Within those screens, it is spun and distilled even further, to just a few focal points at a time. And I am craving the opposite: spontaneity, difference, expansion. A new pattern.

I'm reading

The vaccinated class, and the high-risk groups shut out of vaccination. The architecture of mass vaccine distribution. I miss my friendly acquaintances. "Pandejos," and what happens when municipalities lift restrictions too soon. Middling white patriarchy is back. The Michael Scott theory of social class. How armed militias became increasingly common in America. "None of us is who he

Source: <u>Newsletter</u> <u>archive – Ann</u> Friedman Audience

- Research
- Tips
- For
- Newsletters

- Examining your email newsletter metrics (more on that in Module 2)
- Ask for reactions, and make replies easy



Audience

- Research
- Tips
- For
- Newsletters

- Sending surveys to your newsletter list
 O Interviews
- NPS surveys at bottom of each newsletter

1

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OTAGE II	LL.									
							out and			
< 1. How	likely is it	that you	i would r	ecomme	nd this c	company	to a frie	nd or co	lleague?	
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 How NOT AT ALI 		that you	ı would r	ecomme	end this c	company	to a frie	nd or co		EMELY LIKEL

• Ask your unsubscribers - why?!

EXAMPLE: Asking Unsubscribers

Unsubscribe Successful

You will no longer receive email marketing from this list. VTDigger Subscribers and Donors.

You will receive one final email to confirm that we unsubscribed you.

If you meant to update your preferences, you can do so here.

If you have a moment, please let us know why you unsubscribed :

I no longer want to receive these emails I never signed up for this mailing list The emails are inappropriate The emails are spam and should be rep Other (fill in reason below)

Submit

For more on this, see the VTDigger reading.

V.

EXAMPLE: SURVEYS

RESPONSE	FREQUENCY
Information on school leaders perspectives throughout the state	
Always present the truth in your articles, with different perspectives.	
More advocacy.	
Research	
A first-person short piece on any subject by someone enrolled in K-16.	

Continue sharing information regarding legisla

Listings of key conferences, seminiars.

more information in the editor's notes on what

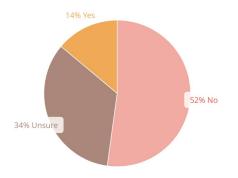
I think some of this may already be included, I education in our state as well as more articles across the state that can be emulated in other Unbiased stories

I enjoy quick tidbits at the beginning from the to. Nothing long, maybe three sentences max

It is helpful with the Daily Digest has a brief pe Education NC is running a series. Adding a da expertise to why these issues are showing up

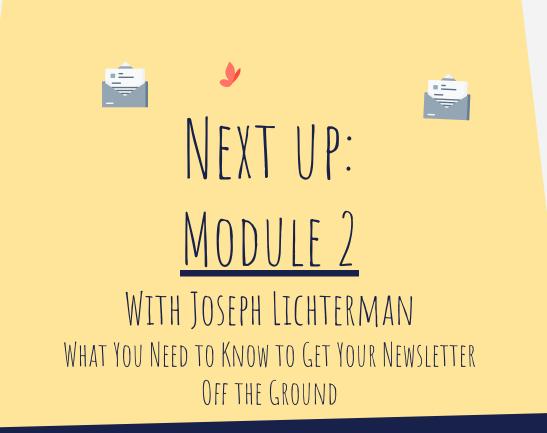
Review: Results from Audience Survey

We are considering removing the perspectives and sending them out via a separate email. Do you like that idea?



- Survey, interview and focus group design and best practices (see Audience Research chapter in the Membership Puzzle Project Guide)
- How to synthesize data (Ibid)
- A/B Testing (Module 4)
- Specific email metrics to watch (coming soon)

WHAT I DIDN'T COVER HERE







Thank you!

Check out unpacking.substack.com for one example of an essay newsletter in practice!

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**.