Live journalism can save your soul, and possibly your newsroom

If... you can figure out what your audience wants, what your newsroom can deliver and what best practices can support your work
I’m like a news-obsessed party planner

• Audiences crave insight and authenticity in media and these nights deliver both, while branding your newsroom as a destination for authenticity, community engagement and an affirming sense of place.

• Live events are all about intimacy and active choice; attendees seek out the content, show up and then experience it as a direct interaction between the host, the speakers and themselves. This leads to loyalty, deep engagement and trust. Those feelings can be leveraged across other parts of the newsroom’s assets and brands.

• When people come together, something in a community changes. People feel closer to each other. They feel more accepting of those unlike themselves. They feel more connected to their city and the people in it. They feel more ready to invest in it financially and emotionally.

• Live events help newsrooms achieve three goals:

• **Subscriber/Reader Acquisition**
  
  • We want people to like our media brands and to feel good about us, like we do good, smart, cool things that are related to the topics our community members are passionate about.

  • As we deliver engaging nights of connectivity and fun, they will think of us for their other news and things to do needs. We’re building community between audience members as much as we’re building community between US and the audience members.

  • At each night, digital subscriptions are highlighted, pointing out that $10 for this night’s ticket could get them a month of online news and entertainment.
• **Subscriber/Reader Retention**
  
  On each night, subscribers get a special benefit, either a physical item or a discount for something they value. Also, subscribers get discounted tickets to any specialty storytelling nights that might be added to the calendar.

  Representatives from a newsroom loyalty program are on-hand to pass out swag, sign people up for benefits, educate people about subscription perks and deals.

• **Brand Building for Individual Journalists**
  
  Journalists use these nights as a platform to share personal stories in a way that helps them connect to their readers and to the community in general. In sharing these first-person, fairly intimate stories, journalists can bridge the gap between what they do and why they do it and the public’s limited understanding of those things, whether they talk about work or not.

  Journalism requires viewer/reader trust, but only repeated exposures to a byline creates trust. Participating in a live night of storytelling, a journalists can fast-track gaining reader/audience trust. Because when journalists share authentically on a topic audiences are passionate about, it creates a promise of intimacy and authenticity and then immediately delivers on it.
Integrity Safeguards

The events are entirely editorial and hew to the same ethics and best practices applied to this newsroom’s everyday journalism.

The same values that support reporting, editing and publishing guide these live nights. In addition, these best practices are paired with the values of traditional storytelling.

Primary goals are factualness/truthfulness, entertainment, community relevance and emotional safety for storytellers and audience members. Secondary goals are education, empathy development and community change-making.