Splice Beta Online 2020

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How to staff a membership newsroom — skills needed, job descriptions, roles



Watch the video

00:00:40.833,00:00:43.833
Shirley Cheong: Hello Federica, Jakub and Zuha!

00:00:45.982,00:00:48.982
Shirley Cheong: Hey Janie

00:00:47.981,00:00:50.981
Jakub Górnicki: Its okay :)

00:00:53.311,00:00:56.311
Jakub Górnicki: Hey everybody :)

00:01:03.838,00:01:06.838
Jakub Górnicki: In this crowd its fine @Rishad

00:01:27.776,00:01:30.776
Isam Uraiqat: Hello Shirley! Hello everyone :)

00:01:50.091,00:01:53.091
Shirley Cheong: Yeah... Virtual hugs to you, @Jakub!

00:01:54.201,00:01:57.201
Shirley Cheong: Hey Stuart

00:02:01.019,00:02:04.019
Jakub Górnicki: Thank you :) Fighting through :)

00:02:52.820,00:02:55.820
Shirley Cheong: Hello Fahad, welcome back :)

00:03:18.521,00:03:21.521
Fahad Malik: Thanks Shirley

00:03:41.560,00:03:44.560
Eric Tee: Hi Alan!

00:03:47.172,00:03:50.172
Shirley Cheong: Hey Eric and Mayuri

00:03:51.426,00:03:54.426
stuart mcdonald: hello!

00:04:49.479,00:04:52.479
Shirley Cheong: Taking this weekend off, maybe? :)

00:04:55.796,00:04:58.796
Shirley Cheong: Let's start?

00:05:05.419,00:05:08.419
Fahad Malik: Thanks a lot

00:05:07.797,00:05:10.797
Fahad Malik: Hello

00:05:25.775,00:05:28.775
Shirley Cheong: yeah, everyone's excited to hear about the project!

00:05:54.997,00:05:57.997

Shirley Cheong: Hello everyone! :)

00:06:38.993,00:06:41.993
Shirley Cheong: hi Bilal

00:06:59.014,00:07:02.014
Shirley Cheong: Here are the themes across the week in Splicetember :)

00:07:09.291,00:07:12.291
Shirley Cheong: Today is about media careers (and also membership, apparently!)

00:08:24.349,00:08:27.349
Shirley Cheong: Tweet and share your takeaways to the wider community #splicebeta

00:08:30.832,00:08:33.832
Shirley Cheong: Here's the telegram group for the Beta community :)
https://t.me/splicebeta2020

00:09:04.498,00:09:07.498
Shirley Cheong: We are here to help create connections and collaborations. :) Introduce yourself here!

00:09:12.207,00:09:15.207
Shirley Cheong:
Video Recordings, Session Summaries, Takeaways, Chat Transcript, Links and Presentations...
Everything that we have will be archived here:
https://splicebeta.com/resources

00:09:42.952,00:09:45.952
Shirley Cheong: Mondays are about business and strategy.
We have three sessions next Monday at 4PM, 6PM and 9PM (Singapore time).

00:09:45.297,00:09:48.297
Fahad Malik: beautiful smile

00:10:09.078,00:10:12.078
Shirley Cheong: First one up on Monday :
Sonny Swe! (Coming to you fast and fabulous)
How we built our membership program at Frontier Myanmar
Monday, 4PM (Singapore time)
https://splicebeta.com/program/sonny-swe-frontier-myanmar-memberships?rq=sonny

00:10:20.806,00:10:23.806

Ariel Zirulnick: We wrote a case study on Frontier's membership program in the guide https://membershipguide.org/case-study/how-frontier-brought-a-membership-model-to-myanmar/

00:10:26.240,00:10:29.240
Shirley Cheong: Followed by...

Nishant Lalwani from Luminate
Building a global public interest media fund to defend newsrooms
Monday at 6 PM (Singapore Time)
https://splicebeta.com/program/nishant-lalwani-extra-building-a-global-public-interest-media-fund-to-defend-newsrooms

00:10:40.460,00:10:43.460
Shirley Cheong: Last session on Monday:

Caroline Jarboe from GIJN & Bridget Gallagher from Gallagher Group
How to pitch donors in a pandemic — practical tips on applying for grants
Monday at 9PM (Singapore Time)
https://splicebeta.com/program/bridget-gallagher-caroline-jarboe-pitch-donors-grants-pandemic

00:11:10.826,00:11:13.826
Shirley Cheong: hello to everyone who have just joined us, we have just started!

00:11:48.206,00:11:51.206
Shirley Cheong: Congrats to Ariel and Jessica on the launch of the guide :)

00:13:18.666,00:13:21.666
Fahad Malik: membership puzzle project

00:13:57.468,00:14:00.468
Fahad Malik: Rishad where is that billion dollar background, i miss it

00:13:58.760,00:14:01.760
Jakub Górnicki: it is

00:14:02.696,00:14:05.696
Shirley Cheong: @Fahad - yep! More on membership puzzle project (MPP) here https://membershippuzzle.org/

00:14:07.651,00:14:10.651
Jakub Górnicki: there can be a delay up to 20 secs on sharing

00:14:28.491,00:14:31.491

Fahad Malik: I have read 90 % of the articles on it @Shirley

00:14:35.877,00:14:38.877
Shirley Cheong: Nice! :)

00:14:49.153,00:14:52.153
Rishad Patel: Sadly, we had to leave the background at the office, Fahad — we're at home now :)

00:15:42.916,00:15:45.916
Jakub Górnicki: yay!

00:16:51.127,00:16:54.127
Shirley Cheong: Hi Adam, Kyaw Soe, Pooja and Viviana - welcome to the session

00:17:59.882,00:18:02.882
Rishad Patel: Hey, I'm Rishad from Splice. Please introduce yourselves and your organisations in this chat box. And pop your questions for Ariel and Jessica in here and we'll ask them for you :)

00:18:33.481,00:18:36.481
Adam Oxford: Hi all - Adam Oxford from the Mail & Guardian in South Africa. Sorry I was a little late

00:18:34.676,00:18:37.676
Shirley Cheong: Here's the link to the guide.
https://membershipguide.org/

00:18:47.819,00:18:50.819
Rishad Patel: Happy to have you, Adam

00:19:01.579,00:19:04.579
Alan Soon: Welcome to Beta, Adam!

00:23:25.947,00:23:28.947
Patricia Torres-Burd: hi Adam! good to see you here!

00:23:33.712,00:23:36.712
Shirley Cheong: We will put it up on our website but here it is if you like to download now :)

https://membershipguide.org/wp-content/uploads/2020/09/Membership-Skills-Checklist-1.pdf

00:27:22.044,00:27:25.044

Shirley Cheong: Here's the case study on Daily Maverick:

https://membershipguide.org/case-study/how-daily-maverick-gradually-staffed-up-its-membership-program/

00:28:20.079,00:28:23.079
Bilal Randeree: FYI - Maverick Insider won again this year

00:28:20.610,00:28:23.610
Fahad Malik: @shirley is it possible for you to share Ariel email address?

00:28:50.044,00:28:53.044
Bilal Randeree: Best Paid Content Strategy at the African Digital Media Awards 2020

00:32:42.117,00:32:45.117
Patricia Torres-Burd: Churn and technology is something most outlets far underestimate -

00:33:07.284,00:33:10.284
Adam Oxford: we know that payment gateway well.... the only thing I'll say is that it's considerably better than is available in Botswana...

00:33:35.385,00:33:38.385
Siyabonga Africa: Payfast :-(

00:33:53.635,00:33:56.635
Bilal Randeree: Don’t mention the name - this call might crash

00:34:11.499,00:34:14.499
Rishad Patel: :)

00:34:15.722,00:34:18.722
Ariel Zirulnick: Haha

00:34:23.016,00:34:26.016
Nabeelah Shabbir: new meetings, not new people - brilliant

00:34:23.030,00:34:26.030
Alan Soon: :)

00:34:24.235,00:34:27.235
Shirley Cheong: :D

00:34:37.632,00:34:40.632
Rishad Patel: I really like that. (Going to steal it.)

00:36:19.716,00:36:22.716
Ariel Zirulnick:
https://membershipguide.org/case-study/how-chalkbeat-built-its-cross-functional-audsquad/

00:39:04.466,00:39:07.466
Ariel Zirulnick:
https://membershipguide.org/handbook/planning-your-membership-move/staffing-our-membership-strategy/who-has-responsibility-for-membership-work

00:39:12.917,00:39:15.917
Ariel Zirulnick: ^ The Tribune example

00:40:39.408,00:40:42.408
Ariel Zirulnick:
https://membershipguide.org/handbook/planning-your-membership-move/staffing-our-membership-strategy/how-do-we-tackle-the-responsibility-authority-gap

00:41:59.855,00:42:02.855
Alan Soon: Questions for Ariel and Jessica? Drop them here.

00:42:43.082,00:42:46.082
Ariel Zirulnick:
https://membershipguide.org/handbook/planning-your-membership-move/staffing-our-membership-strategy/im-a-one-person-newsroom-how-do-i-staff-membership

00:43:14.549,00:43:17.549
Ariel Zirulnick: There's a great example in the guide of how the Colorado Sun uses Zendesk for member support

00:43:56.040,00:43:59.040
Ariel Zirulnick: Ex: Matt Kiser reduced his membership tiers to one to make it easier to manage

00:44:40.624,00:44:43.624
Fahad Malik: What tools we can use for data insights, marketing and social media strategy if I am assigned for these roles because we are a small newsroom.

00:45:04.492,00:45:07.492
Fahad Malik: Q for Ariel & Jessica

00:45:40.268,00:45:43.268
Patricia Torres-Burd: this is a monster of a guide - brilliant and so desperately needed

00:45:58.474,00:46:01.474

Shirley Cheong: Keep this link handy!
https://membershipguide.org/

00:46:34.230,00:46:37.230
Shirley Cheong: Yay!

00:46:49.416,00:46:52.416
Nabeelah Shabbir: great news!

00:47:39.455,00:47:42.455
Adam Oxford: I'm really curious about the tech stack section - audience segmentation is listed as a nice to have rather than a must-have, are we thinking too hard about the tools?

00:47:52.532,00:47:55.532
Evan Nesterak: I have a question/comment on MPP for the future

00:47:56.821,00:47:59.821
Isam Uraiqat: Great concise presentation, thank you Jessica, and thanks a lot to the MPP team the guide is absolutely invaluable

00:48:29.005,00:48:32.005
Nabeelah Shabbir: gal-dem (UK) also has an interesting story with launching membership during the pandemic

00:49:43.546,00:49:46.546
Evan Nesterak: My question is: MPP is an incredible resource. I know it was extended for a year. But beyond that could MPP be supported by members (e.g. orgs/EIC like me) going forward?

00:49:52.554,00:49:55.554
Patricia Torres-Burd: can you do more harm than good if you launch and not properly prepared to continue?

00:50:03.251,00:50:06.251
Marium Chaudhry: Apologies for joining so late! But wanted to ask, do you think a membership model is mostly similar across countries or it HAS to be created to cater a certain culture? Have you noticed different trends in different countries?

00:50:09.804,00:50:12.804
Rishad Patel: I always love that question, Pat.

00:50:20.408,00:50:23.408
Ariel Zirulnick:
https://membershipguide.org/handbook/planning-your-membership-move/building-our-members

hip-tech-stack

00:50:52.953,00:50:55.953
Patricia Torres-Burd: and Ariel - can you talk about conversion rate because there is much misconception that you can convert a large portion of your unique visitors

00:51:43.058,00:51:46.058
Bilal Randeree: Any good examples of “bad membership programs”? So something that has only some features of what a good program should have?

00:51:47.896,00:51:50.896
Alan Soon: We have membership tech stack session coming up. Here: https://splicebeta.com/program/emma-carew-grovum-choose-your-membership-tech-stack

00:52:05.856,00:52:08.856
Shirley Cheong: Yep
Monday, September 28, 9:00 PM (Singapore Time)

00:52:33.943,00:52:36.943
Shirley Cheong: Here's the article: https://membershippuzzle.org/articles-overview/membership-tech-stack

00:53:00.039,00:53:03.039
Marium Chaudhry: Pat, great Q! That has really changed the way I’m approaching this!

00:54:56.780,00:54:59.780
Patricia Torres-Burd: i love it - the Membership Puzzle Project launches a membership drive - Evan! :)

00:55:06.945,00:55:09.945
Fahad Malik: Thanks Alan & Rishad

00:55:16.378,00:55:19.378
Rishad Patel: Any time, Fahad.

00:57:52.364,00:57:55.364
Patricia Torres-Burd: 10% of newsletter subscribers not total unique visitors

01:00:04.924,01:00:07.924
Pooja Pande: For Ariel & Jessica: What would the elevator pitch for a newsroom deciding to start a membership programme be? Among branding, identity, audience loyalty/retention, sustainability, revenue. Or is it something else altogether? What is the existential question the newsroom must ask itself?

01:00:17.160,01:00:20.160
Ariel Zirulnick:
https://membershipguide.org/handbook/planning-your-membership-move/making-the-business-case-for-membership

01:00:22.320,01:00:25.320
Patricia Torres-Burd: we are seeing an average 1-3% as well - agree with Ariel it is too early to average out for all

01:00:43.604,01:00:46.604
Patricia Torres-Burd: Metrics -
https://membershipguide.org/handbook/growing-a-membership-program/developing-membership-metrics#developing-membership-metrics

01:01:38.844,01:01:41.844
Alan Soon: We have plenty of membership sessions at Beta so we can keep the conversation going.

Look here:
https://splicebeta.com/program?tag=Membership

01:01:51.230,01:01:54.230
Ariel Zirulnick: ^ This walks you through understanding your total addressable audience and going from there to estimate your membership oppportunity

01:02:36.562,01:02:39.562
Marium Chaudhry: Thanks Ariel and Jessica! Looking forward to watching this on YouTube!

01:03:03.338,01:03:06.338
Shirley Cheong: Lots of great case studies!

01:03:13.241,01:03:16.241
Marium Chaudhry: Woohoo! Thanks Rishad!

01:03:20.776,01:03:23.776
genesia alves: thank you guys. good night.

01:03:22.537,01:03:25.537
Evan Nesterak: Thank you!!

01:03:23.228,01:03:26.228
Shirley Cheong: Thank you, everyone!

01:03:27.758,01:03:30.758

Arsito H: Thank you all

01:03:30.626,01:03:33.626
Shirley Cheong: Have a great weekend!

01:03:31.185,01:03:34.185
Patricia Torres-Burd: awesome!