

Splice Beta Online 2020

Lynn D'Cruz, Chief Membership Officer, Malaysiakini

Deborah Augustin, Membership Engagement Coordinator, New Naratif

How I became a membership engagement leader



[Watch the video](#)

00:00:13.208,00:00:16.208

Shirley Cheong: Hello Madhu!

00:01:06.069,00:01:09.069

Shirley Cheong: Stay safe out there, Sonny!

00:01:23.408,00:01:26.408

Madhu Acharya: Hi Shirley, Namaste!

00:02:21.127,00:02:24.127

Shirley Cheong: you mean, new hair!

00:03:25.542,00:03:28.542

Shirley Cheong: Hello Tinzin! Don't hide from us!

00:04:27.472,00:04:30.472

Shirley Cheong: Hahaha!

00:05:33.111,00:05:36.111

Shirley Cheong: Hey is that Claire from Mothership?

00:05:33.424,00:05:36.424

genesia alves: hi everyone!

00:05:37.750,00:05:40.750

Shirley Cheong: Hello Yu Yu!

00:05:42.070,00:05:45.070

Deborah Augustin: Hey Dee May!

00:06:05.268,00:06:08.268

Shirley Cheong: Dee is a strong contender for #1 fan

00:06:10.532,00:06:13.532

Yu Yu Din: Hello! Day #4 yay!

00:06:23.375,00:06:26.375

genesia alves: thats fantastic!

00:06:51.898,00:06:54.898

Shirley Cheong: That's great! Send us a photo on our Beta telegram chat!

00:07:36.409,00:07:39.409

Shirley Cheong: Hey Devi! Hey Jean-Pierre!

00:07:41.837,00:07:44.837

Plates Magazine: @backpacktravelsketch on IG --- you can search for Deb in ink there

00:07:43.612,00:07:46.612

Shirley Cheong: Thanks for coming back!

00:07:45.956,00:07:48.956

genesia alves: we'll do the instagram updates later with all the beauty filters and dog ears that you guys love

00:08:06.466,00:08:09.466

Devi Asmarani: Hey Shirley!

00:08:10.599,00:08:13.599

Shirley Cheong: Hey hey

00:08:14.858,00:08:17.858

Shirley Cheong: Hello Hui Yee!

00:09:16.859,00:09:19.859

Plates Magazine: Deb here: <https://www.instagram.com/p/Bw54f0XJljo/>

00:09:34.889,00:09:37.889

Shirley Cheong: Hello!

00:09:38.809,00:09:41.809

Plates Magazine: Will I get to update that portrait of you today @Deb ?

00:09:51.139,00:09:54.139

Hui Yee Tan: Hello everyone!

00:10:01.434,00:10:04.434

Shirley Cheong: Hello Nai Nai!

00:10:24.310,00:10:27.310

Nai Nai: Hello Shirley .. and Splice team .., and everyone here!

00:10:40.165,00:10:43.165

Plates Magazine: @Shirley haha do I get extra points for my pink bg?

00:10:57.322,00:11:00.322

Shirley Cheong: Yes you do!

00:11:16.000,00:11:19.000

Plates Magazine: Yesss nyaha

00:11:42.151,00:11:45.151

Anna Romandash: what are these extra points :D?

00:12:08.717,00:12:11.717

Shirley Cheong: For all you Splicejunkies hearing this for the 5th time.... please bear with the introduction :)

00:12:57.245,00:13:00.245

su phyu: Hello Alan...Rishad anddd Shirleyyyy

00:13:03.699,00:13:06.699

Shirley Cheong: Hello!!

00:14:05.314,00:14:08.314

Shirley Cheong: We have planned the program around 5 building blocks to a media business

Mondays -- Business and strategy

Tuesdays -- Products

Wednesdays -- Audiences

Thursdays -- Operations and workflows

Fridays -- Media careers

00:14:18.398,00:14:21.398

Shirley Cheong: It's all about media careers today :)

00:14:43.070,00:14:46.070

Shirley Cheong: They have another 30+ opportunities to get it right

00:14:54.529,00:14:57.529

Shirley Cheong: Later today at 7PM (Singapore time)

<https://splicebeta.com/program/marium-chaudhry-a-year-ago-i-started-the-current-my-own-media-company-in-pakistan-this-is-what-ive-learned-about-myself>

00:15:07.223,00:15:10.223

Shirley Cheong: Marium Chaudry will be sharing what it's like running one of Pakistan's most exciting media startup.

00:15:16.726,00:15:19.726

Shirley Cheong: Hello Corinne!

00:15:43.202,00:15:46.202

Corinne Podger: Hey Shirley!

00:16:29.008,00:16:32.008

Shirley Cheong: Tweet and share your takeaways with the community :)

#splicebeta

00:18:17.024,00:18:20.024

Corinne Podger: Hi everyone - good to see so many people here. I'm a digital journalism consultant based in Australia. Into media development, mobile journalism, and the intersection of digital innovation, and monetisation. Least likely to say "sure, start a podcast". Most likely to be say "how will you pay for that podcast". Email: corinne.podger@digitalskillsagency.com.

Twitter DMs open.

00:20:06.345,00:20:09.345

Shirley Cheong: Yay!

00:20:26.320,00:20:29.320

Shirley Cheong: Lynn is the chief membership officer with Malaysiakini
<https://www.malaysiakini.com/>

00:20:40.179,00:20:43.179

Rishad Patel: Welcome to Splice Beta Online! I'm Rishad from Splice in Singapore. Feel free to introduce yourself in this chat box. It's best to stay on Mute when you're not speaking, but pop your questions in here or speak up when we open the floor to questions.

Want the links in the chatbox? Copy and paste the whole thing into a document of your choice.



Also: BYOB (that's Bring Your Online Beverage)! Thanks.

00:20:54.466,00:20:57.466

Plates Magazine: Hi Corinne! Nice to see you here again!

P/S @Shirley I think Corinne's def in the running for #1 Beta fan too

00:21:32.507,00:21:35.507

Shirley Cheong: Yes she is :D

00:22:15.172,00:22:18.172

Shirley Cheong: Wow

00:22:38.085,00:22:41.085

Shirley Cheong: Woot!

00:23:03.236,00:23:06.236

Shirley Cheong: Lynn spearheaded Malaysiakini's first crowdfunding campaign in 2014.

00:23:46.768,00:23:49.768

Khin Thandar Htay: Love it!

00:26:24.001,00:26:27.001

Shirley Cheong: Hey new people who have just joined us! We have two membership engagement leaders with us today - Lynn D'Cruz from Malaysiakini and Deborah Augustin from New Naratif.

00:27:22.349,00:27:25.349

Anna Romandash: Hi all from Ukraine :)

00:27:42.890,00:27:45.890

Shirley Cheong: Hey Anna! Wow, Ukraine! Thanks for dropping in!

00:29:29.851,00:29:32.851

Shirley Cheong: If you have questions for Lynn, drop it in this chat and we'll get to them

00:29:43.931,00:29:46.931

Shirley Cheong: Love those mug shots!

00:30:07.363,00:30:10.363

Marium Chaudhry: Lynn! SUCH AN INSPIRING WOMAN! How difficult was it to set up your membership model for you personally? Ever get frustrated with it?

00:31:09.583,00:31:12.583

Rishad Patel: Want to buy Newslight? Prem has pricing :)

00:31:29.689,00:31:32.689

Rishad Patel: Great question, Marium.

00:32:33.668,00:32:36.668

Shirley Cheong: Here're the different subscription packages for Malaysiakini

https://membership.malaysiakini.com/?utm_source=mkini_desktop&utm_medium=navigation&utm_campaign=subscribe_message_box&utm_content=en

00:32:45.052,00:32:48.052

Sonny Swe: I would like to subscribe Newslight :))

00:32:52.088,00:32:55.088

Jakub Górnicki: Hello everyone!

00:33:06.687,00:33:09.687

Hui Yee Tan: I would love to find out more about Newslight too

00:33:07.199,00:33:10.199

Shirley Cheong: @Sonny - Prem is your man!

00:33:28.083,00:33:31.083

Shirley Cheong: Hello Jakub!

00:33:40.898,00:33:43.898

Premesh Chandran: just drop me a line at prem@malaysiakini.com

00:34:06.122,00:34:09.122

Sonny Swe: Thanks Prem. Will do.

00:37:29.689,00:37:32.689

Prue Clarke: Thanks so much Lynn. Did you have any trouble finding staff who get it?

00:37:58.478,00:38:01.478

Sandeep Varma: Question: What are the most important pieces of data you collect? How do you measure engagement?

00:37:59.084,00:38:02.084

Shirley Cheong: Lynn has graciously agreed to share her presentation and we will post it on our website within 24 hrs

00:38:11.735,00:38:14.735

Shirley Cheong: What an epic journey!

00:39:25.297,00:39:28.297

Hui Yee Tan: Lynn: I am a big fan of Nifty Notes. What would you say are the main themes of your newsletter and general outreach to members?

00:39:34.834,00:39:37.834

Sonny Swe: Lynn how do you enroll to GNI subscription program?

00:39:39.022,00:39:42.022

Shirley Cheong: We have Deborah Augustin who looks after membership engagement with New Naratif <https://newnaratif.com/>

00:40:14.664,00:40:17.664

Plates Magazine: Q for Lynn:

Was there any major takeaways from your audits with Google Labs+MIDF+FB that you wished you had known years ago?

00:40:54.582,00:40:57.582

Shirley Cheong: Deborah worked as a Parliamentary Assistant for the MP of Kelana Jaya in Malaysia so very plugged into the scene that their members are interested in. :)

00:41:07.649,00:41:10.649

Prue Clarke: have to run but I'll catch the rest on the video. Thank you guys!

00:41:15.171,00:41:18.171

Shirley Cheong: Thanks Prue!

00:41:19.342,00:41:22.342

Plates Magazine: Q @Lynn:

Was there anything that MK overdeveloped/over invested in?

00:41:24.718,00:41:27.718

Shirley Cheong: We will ask your question later

00:42:01.982,00:42:04.982

Plates Magazine: Thanks! Just adding them to the pool

00:43:33.720,00:43:36.720

vipul khosla: That is a great point. Very interested to hear from @NewNaratif more about how they manage privacy.

00:44:10.563,00:44:13.563

Shirley Cheong: Drop your questions for Deborah here and we'll have a chat with Lynn and Deborah later.

00:44:21.216,00:44:24.216

vipul khosla: Thanks Shirley

00:45:34.927,00:45:37.927

Heru Tjatur: Q for Debra & Lynn: How did you balanced exclusivity to sustain membership?

00:45:56.972,00:45:59.972

Shirley Cheong: Hey new people who have just joined us! We have two membership engagement leaders with us now - Lynn D'Cruz from Malaysiakini and Deborah Augustin from New Naratif.

Deborah is presenting now and we'll go into Q&A shortly!

00:46:49.902,00:46:52.902

Rishad Patel: Bring us your questions — right in here.

00:49:13.243,00:49:16.243

Citra Dyah Prastuti: Why did you do the survey in the format of video?

00:49:28.694,00:49:31.694

Shirley Cheong: This is New Naratif's manifesto on their website
<https://newnaratif.com/manifesto/>

00:50:28.696,00:50:31.696

Hui Yee Tan: Q for Deborah: Why did you choose to do surveys by video? Which mode do you think is most helpful in letting you understand the perspectives of members or future members?

00:50:49.626,00:50:52.626

Samantha Choo: Are newsletters hot only in certain regions? Are they really that big in South East Asia?

00:52:34.369,00:52:37.369

Corinne Podger: What kinds of metrics are key for preparing an SMART test of a newsletter, and how do you feel you've reached the scale-up / pull-the-plug moment?

00:54:31.627,00:54:34.627

Plates Magazine: Q @Deborah: When looking into articles that contributes to spikes -- does that then (in some way) influence the types of articles commissioned?

00:55:44.442,00:55:47.442

Jean-Pierre Mestanza: Hi Deborah - Thought of doing a video newsletter with cuts/stories from your podcast or PJ's show?

00:55:48.940,00:55:51.940

Pooja Pande: Hi! Newsletter question: Recommended ways to initiate feedback from members?

00:56:22.583,00:56:25.583

Hui Yee Tan: Q for both panelists: How do you decide what content to highlight in newsletters?

00:56:34.347,00:56:37.347

su phyu: Excellent Deborah! Very helpful presentation 😊

00:59:33.794,00:59:36.794

Jean-Pierre Mestanza: For Lynn, you were great! What are some 'listening mechanisms' that we should watch out for from the audience?

01:03:25.121,01:03:28.121

Devi Asmarani: Thank you Lynn and Deborah! Great presentation.

01:05:06.741,01:05:09.741

Pooja Pande: Rishad, can I add to it?

01:06:45.253,01:06:48.253

Samantha Choo: TRUTH!!

01:06:52.668,01:06:55.668

Shirley Cheong: Thumchums? :) :)

01:07:10.992,01:07:13.992

Timi Siygangco: Maybe New Naratif can sell ThumChum merch

01:07:51.065,01:07:54.065

Deborah Augustin: We absolutely should!

01:11:58.328,01:12:01.328

Pooja Pande: Thank you Lynn & Deborah! Thanks Team Splice! Have a great Fri, everyone!

01:12:30.042,01:12:33.042

genesia alves: This was such an amazing session Splice Beta. Thank you Lynn and Deborah (and Rishad and Alan and Shirley)

01:12:35.007,01:12:38.007

Citra Dyah Prastuti: Thank you Lynn & Deborah!

01:12:40.461,01:12:43.461

Jakub Górnicki: thank you!

01:12:45.546,01:12:48.546

Shirley Cheong: All kudos to Lynn and Deborah!

01:12:51.592,01:12:54.592

Nai Naii: Thanks you Lynn and Deborah! Thanks team!

01:12:53.556,01:12:56.556

Deborah Augustin: Happy to answer questions at deborah.augustin@newnaratif.com

01:12:54.174,01:12:57.174

Shirley Cheong: Marium Chaudry will be sharing what it's like running one of Pakistan's most exciting media startups. Join us later at 7PM (Singapore time)!

<https://splicebeta.com/program/marium-chaudhry-a-year-ago-i-started-the-current-my-own-media-company-in-pakistan-this-is-what-ive-learned-about-myself>

01:12:56.960,01:12:59.960

Hui Yee Tan: Thank you for sharing, Lynn and Deborah!

01:12:58.457,01:13:01.457

Annelise Giseburt: Thank you so much!

01:13:02.276,01:13:05.276

Premesh Chandran: Thanks Deborah, Lynn!

01:13:02.556,01:13:05.556
Sonny Swe: Thanks so much !!!

01:13:03.755,01:13:06.755
Lila Shroff: Thank you Lynn & Deborah!!

01:13:06.107,01:13:09.107
Plates Magazine: Thanks Lynn and Deborah! Fab session!

01:13:08.878,01:13:11.878
Corinne Podger: thanks everyone!

01:13:09.062,01:13:12.062
Premesh Chandran: great discussion

01:13:09.410,01:13:12.410
Eric Tee: Thanks Splice team! This has been awesome

01:13:11.789,01:13:14.789
Shirley Cheong: Thank you so much for all the great questions!

01:13:17.415,01:13:20.415
vipul khosla: Thanks!

01:13:22.616,01:13:25.616
su phyu: Thanks all.

01:13:23.725,01:13:26.725
Plates Magazine: If we haven't met:
My child here: @platesmagazine (IG)

01:13:26.371,01:13:29.371
Khin Thandar Htay: Thank you Lynn and Deborah! Happy weekend ahead! Thank you Rishad, Alan and Shirley..

01:13:27.098,01:13:30.098
Tinzin Zaw: Thanks all

01:13:28.176,01:13:31.176
Elena Torrijos: Thanks all!

01:13:55.894,01:13:58.894
Zakaria Zainal: Best takeaway was the shift from subscription to membership/community.
Thanks for the session!

01:14:12.365,01:14:15.365

Deborah Augustin: Thanks, Zakaria!

01:14:14.930,01:14:17.930

vipul khosla: See you all later

01:14:19.509,01:14:22.509

Deborah Augustin: Thanks, everyone!

01:14:20.494,01:14:23.494

Shirley Cheong: Thanks Zakaria!