

# Splice Beta Online 2020

*Sonny Swe, Founder & CEO, Frontier Myanmar*

How we built our membership program at Frontier Myanmar



## [Watch the video](#)

00:02:11.170,00:02:14.170

Shirley Cheong: Hey Ahadi! We are just doing a tech test with Sonny :)

00:02:40.512,00:02:43.512

Shirley Cheong: We usually start 5 mins past the hour - feel free to go grab a drink :)

00:02:43.278,00:02:46.278

Shirley Cheong: GENESIA!

00:02:53.739,00:02:56.739

genesia alves: happy monday splice team!

00:03:29.348,00:03:32.348

ahadi bayu: Hi Shirley, well noted

00:04:14.826,00:04:17.826

Shirley Cheong: hello Boyoung!

00:04:19.811,00:04:22.811

Shirley Cheong: Welcome back :)

00:04:28.514,00:04:31.514

Boyoung Lim: Hi!

00:04:30.322,00:04:33.322

Shirley Cheong: Hello Hkun :)

00:04:35.946,00:04:38.946

genesia alves: today is a heavy hitter.

00:04:46.294,00:04:49.294

Shirley Cheong: Yes!

00:04:53.251,00:04:56.251

Shirley Cheong: hey Tessa!

00:05:19.154,00:05:22.154

tessa piper: Hi!

00:05:30.693,00:05:33.693

Shirley Cheong: :)

00:05:46.045,00:05:49.045

Shirley Cheong: Happy Monday! Counting down now

00:06:04.283,00:06:07.283

Shirley Cheong: 8 days, 16 sessions

00:06:14.747,00:06:17.747

Shirley Cheong: Hello hello!

00:06:27.434,00:06:30.434

Shirley Cheong: Hey Kirsten, Pat and Dee!

00:06:37.481,00:06:40.481

Shirley Cheong: hi Julia :)

00:06:55.942,00:06:58.942

Shirley Cheong: Hey Shameem & Janel!

00:07:15.001,00:07:18.001

Shirley Cheong: hello Vipul

00:07:22.524,00:07:25.524

Shirley Cheong: Show your face!

00:07:25.910,00:07:28.910

Shameem Sheuli: Hi Shirley!

00:07:36.504,00:07:39.504

Shirley Cheong: HELLO JUJU!

00:08:00.602,00:08:03.602

Shirley Cheong: Hey Wajd :)

00:08:11.476,00:08:14.476

Shirley Cheong: Nice! Good to hear your voice, Juju!

00:08:18.778,00:08:21.778

Wajd Hammad: Hey Shirley! :)

00:08:24.508,00:08:27.508

vipul khosla: Hey all, hi Shirley

00:08:37.946,00:08:40.946

Shirley Cheong: hey Lu min!

00:08:42.159,00:08:45.159

Frontier news: Hello Everyone

00:08:51.711,00:08:54.711

Shirley Cheong: hey Nai Nai!

00:08:56.275,00:08:59.275

Frontier news: Hi Sharleyyy, missing you 🥰

00:09:12.627,00:09:15.627

Lu Min Lwin: Hi Shirley! :D

00:09:18.545,00:09:21.545

Nai Nai: Hola .. everyone!! Greetings!

00:09:24.524,00:09:27.524

Shirley Cheong: Nice! We missed you, Dee!

00:09:28.619,00:09:31.619

vipul khosla: Sorry Shirley, the privacy settings on my system don't allow me to turn on the cam. Next session will try and join on the phone.

00:09:42.964,00:09:45.964

Shirley Cheong: No worries, Vipul!

00:09:51.440,00:09:54.440

Shirley Cheong: Hey Yu yu!

00:09:59.457,00:10:02.457

Shirley Cheong: You have many fans, Sonny!

00:10:27.167,00:10:30.167

Shirley Cheong: Hey Sidney, welcome :)

00:10:37.537,00:10:40.537

Shirley Cheong: hi Prue!

00:10:38.136,00:10:41.136

Nai Naii: Hi Jane!!

00:11:05.512,00:11:08.512

Shirley Cheong: Hi Annelies

00:11:33.393,00:11:36.393

Shirley Cheong: Welcome everyone! Let's start!

00:11:44.134,00:11:47.134

Annelies Langelaar: Hi all! Sorry struggling with my sound :)

00:12:00.285,00:12:03.285

Shirley Cheong: We are super casual in the chat as many of you already know. Please introduce yourself, ask questions, share links and leave your thoughts in here!

00:12:32.460,00:12:35.460

Shirley Cheong: Hi Ei Marlar!

00:13:13.694,00:13:16.694

Shirley Cheong: Today, we have THREE sessions on business and strategy.

00:13:57.736,00:14:00.736

Nai Naii: Hey .. Hkun Lat!! :)

00:14:02.585,00:14:05.585

Patricia Torres-Burd: Hi Everyone! Good to see you this Monday - here is a huge fan of Splice Beta and Sonny

00:14:18.670,00:14:21.670

Shirley Cheong: Join our Beta telegram group (if that's your thing) and continue the conversation there

<https://t.me/splicebeta2020>

00:14:36.843,00:14:39.843

Shirley Cheong: It's best to stay on mute when you're not speaking, but feel free to pop your questions in here. We'll get to them!

00:14:39.421,00:14:42.421

genesia alves: Hi Patricia!

00:14:44.455,00:14:47.455

Shirley Cheong: You can watch the recordings on our Facebook and Youtube pages

<https://www.facebook.com/splicenewsroom>

<https://twitter.com/splicenewsroom>

00:15:03.746,00:15:06.746

Shirley Cheong: If you need an introduction or looking for a mentor, email us at [beta@splicemedia.com](mailto:beta@splicemedia.com)

00:15:46.752,00:15:49.752

Shirley Cheong: Nishant Lalwani from Luminate

Building a global public interest media fund to defend newsrooms

Later at 6 PM (Singapore Time)

<https://splicebeta.com/program/nishant-lalwani-extra-building-a-global-public-interest-media-fund-to-defend-newsrooms>

00:16:09.341,00:16:12.341

Shirley Cheong: Caroline Jarboe from GIJN & Bridget Gallagher from Gallagher Group

How to pitch donors in a pandemic — practical tips on applying for grants

Tonight at 9PM (Singapore Time)

<https://splicebeta.com/program/bridget-gallagher-caroline-jarboe-pitch-donors-grants-pandemic>

00:16:27.440,00:16:30.440

Shirley Cheong: And now, the one and only....

00:19:15.301,00:19:18.301

genesia alves: I will correct that immediately! '

00:19:19.070,00:19:22.070

Shirley Cheong: We'll make that correction!

00:20:08.688,00:20:11.688

Shirley Cheong: Welcome to everyone who just joined us! Good to see you!

00:20:33.293,00:20:36.293

Brian Hanley: Our pleasure. Great program!

00:20:37.346,00:20:40.346

Yan Naung Oak: hi!

00:20:57.322,00:21:00.322

Shirley Cheong: Yay!

00:21:17.611,00:21:20.611

Frontier news: YES!

00:21:26.736,00:21:29.736

Frontier news: Go for it U Sonny!

00:23:31.188,00:23:34.188

Shirley Cheong: If you have any questions for Sonny, drop them in the chat here and we'll get to them after the presentation.

00:23:48.718,00:23:51.718

Shirley Cheong: hey Timi

00:27:58.685,00:28:01.685

Rishad Patel: Hello, I'm Rishad from Splice. Go ahead and introduce yourselves in this chatbox — links, emails, shameless plugs, calls for collab, and mentorship requests are all welcome!

00:29:39.577,00:29:42.577

Rishad Patel: Welcome, Sue! Good to see you here.

00:31:59.447,00:32:02.447

Marium Chaudhry: Hi guys! This is Marium from The Current in Pakistan and I am now craving Burmese khow suey

00:33:07.268,00:33:10.268

Marium Chaudhry: Also have a Q for Sonny! How did you research what your members would want from the membership and how long did it take you to do that

00:36:05.480,00:36:08.480

Annelies Langelaar: Great presentation! One question: how did you estimate the 100 USD a year and how did the focusgroup respond on the price

00:36:39.170,00:36:42.170

Shirley Cheong: Here's the case study:

<https://membershipguide.org/case-studies?newsroom=frontier-myanmar>

00:37:12.508,00:37:15.508

Shirley Cheong: Congratulations!

00:37:12.661,00:37:15.661

Rishad Patel: We'll make Sonny's deck available in our resources section very soon!

00:38:19.807,00:38:22.807

Marium Chaudhry: Also, how do you rope in large members? I'm assuming they are organizations?

00:38:58.373,00:39:01.373

Shirley Cheong: Sign up here if you're interested

<https://www.frontiermyanmar.net/en/membership/>

00:41:11.033,00:41:14.033

Plates Magazine: Sonny, any reason why Stripe over PayPal?

00:41:38.460,00:41:41.460

Zuha Siddiqui: Hi y'all! I'm Zuha -- I am a journalist based in Pakistan. My coworker and I are launching The Peepal Project -- a digital publication exploring new and innovative forms of long-form reporting -- in early 2021. We envision The Peepal Project as a member-driven newsroom, doing public service journalism and operating without advertisements and business sponsors. I'm excited to be here at Splice Beta and learn from the amazing work y'all have done -- great presentation Sonny!

00:41:44.038,00:41:47.038

Shirley Cheong: GREAT Smile :)

00:41:44.045,00:41:47.045

Prue Clarke: How does the diaspora figure into your business model?

00:42:04.450,00:42:07.450

Boyoung Lim: Hi all! This is Boyoung Lim from Pulitzer Center on Crisis Reporting. Thank you Sonny, for the amazing presentation! I have a question: Is the current membership status something that you started building since November 2018, when you applied for the GNI grant?

I'd love to know the ratio of each different revenue stream for Frontier Myanmar.

00:42:05.255,00:42:08.255

Shirley Cheong: That explains the smile?

00:46:23.068,00:46:26.068

Rishad Patel: Hey Jakub! How are you feeling?

00:46:30.433,00:46:33.433

Shirley Cheong: Hey Jakub!

00:46:34.192,00:46:37.192

Jakub Górnicki: :)

00:46:43.439,00:46:46.439

Jakub Górnicki: Thanks, always better when with Splice community

00:47:07.129,00:47:10.129

Shirley Cheong: :)

00:47:14.676,00:47:17.676

Rishad Patel: 🤔

00:48:01.551,00:48:04.551

Shirley Cheong: Hey Stuart, welcome back! We're in Q&A time with Sonny now.

00:48:19.349,00:48:22.349

stuart mcdonald: OK ta

00:48:23.418,00:48:26.418

Yu Yu Din: I think a very strong editorial team, and excellence in journalism, reporting, made it a brand a community can easily support as well Ko Sonny!

00:48:24.306,00:48:27.306

Patricia Torres-Burd: hi Marium have you been able to spend time on the new MPP Interactive guide? it contains a huge amount of case studies and downloadable documents - <https://membershipguide.org/>

00:48:25.793,00:48:28.793

Yan Naung Oak: Hi Ko Sonny, thank you so much for the great presentation! I have a question regarding audience.

Totally makes sense that Frontier targetted the expat audience for the membership program. Do you think the Myanmar local audience is also a viable demographic for a membership model?



Or are they still a premature market segment?

00:49:07.835,00:49:10.835

Patricia Torres-Burd: KNOWING YOUR AUDIENCE - it is everyting even beyond membership

00:50:03.608,00:50:06.608

Marium Chaudhry: Pat, trying to send you a picture of me going through exactly that article right now! The MPP Interactive guide is EXCELLENT. I can't recommend it enough

00:50:19.294,00:50:22.294

Shirley Cheong: Thanks Yu Yu and Pat for chiming in!

@Everyone -- Please share your thoughts and drop links in this chat -- the smartest person in the room is the room! :)

00:50:52.304,00:50:55.304

Marium Chaudhry: Wow, sounds like fun Rishad! Was it 30-40 per session or over a period of sessions?

00:51:02.594,00:51:05.594

Shirley Cheong: Here are all the Beta sessions on Memberships  
<https://spicebeta.com/program?tag=Membership>

00:51:46.496,00:51:49.496

Patricia Torres-Burd: i have a comment that may help Marium and it goes along with what Sonny has said

00:52:02.636,00:52:05.636

Rishad Patel: Marium, we had between 5 and 15 people per session.

00:53:28.549,00:53:31.549

Rishad Patel: We did this over three or four days, and took copious notes. We then followed up with Survey Monkey in a closed email group to these focus group members and opened it up to the public later.

00:53:49.308,00:53:52.308

Marium Chaudhry: Thanks Pat!

00:54:36.891,00:54:39.891

Marium Chaudhry: Sounds great Rishad, I think we might go along the same lines. Would definitely help in making a strong survey to open up to people

00:56:23.308,00:56:26.308

Yan Naung Oak: Thanks Ko Sonny!

00:58:33.070,00:58:36.070

Rishad Patel: Sounds like a good move, Marium. Let us know if you want help with anything.

01:01:06.959,01:01:09.959

Boyoung Lim: I got answers to my questions from the Membership Guide page-- please dismiss!

01:01:22.577,01:01:25.577

Shirley Cheong: :) ok @Boyoung

01:02:19.889,01:02:22.889

Boyoung Lim: Thank YOU

01:02:45.115,01:02:48.115

Marium Chaudhry: Haha Rishad, you might regret offering that! But thank you!

01:02:50.083,01:02:53.083

Marium Chaudhry: AND thank you

01:03:05.906,01:03:08.906

Shirley Cheong: Tweet and share your takeaways to the wider community :)

#splicebeta

01:03:10.431,01:03:13.431

Marium Chaudhry: Maybe I'll send you guys the survey we design? Since you are the experts and would love some feedback!

01:03:11.590,01:03:14.590

Rishad Patel: Never! Always welcome :)

01:03:18.279,01:03:21.279

Rishad Patel: Sure.

01:03:28.213,01:03:31.213

su phyu: Please drop any questions you have for Frontier membership program to members@frontiermyanmar.net and we are happy to help assist you.

01:03:48.078,01:03:51.078

Shirley Cheong: THANK YOU, JuJu! & Frontier! :)

01:03:55.624,01:03:58.624

Marium Chaudhry: Woohoo! Biryani on its way to Singapore 😊

01:04:12.106,01:04:15.106

Shirley Cheong: Show your face, Juju!

01:04:35.696,01:04:38.696

Shirley Cheong: Virtual kisses flying your way, @Juju :)

01:05:06.151,01:05:09.151

Patricia Torres-Burd: sorry guys have to run!

01:05:11.034,01:05:14.034

Shirley Cheong: If you are interested:

<https://www.frontiermyanmar.net/en/work-with-us/>

01:05:16.016,01:05:19.016

Patricia Torres-Burd: great sessions and thank you Sonny!

01:05:21.266,01:05:24.266

Shameem Sheuli: A great session, Thanks to Splice Beta!

01:05:22.895,01:05:25.895

vipul khosla: Catch you later all

01:05:29.148,01:05:32.148

Shirley Cheong: Thank you for your advice, @Pat!

01:05:30.350,01:05:33.350

vipul khosla: Thanks Sonny and team Splice

01:05:50.045,01:05:53.045

Shirley Cheong: Great parties

01:05:50.768,01:05:53.768

su phyu: Virtual hugs to the Splice Team!

01:06:00.030,01:06:03.030

Marium Chaudhry: Hahaha GREAT food'

01:06:10.708,01:06:13.708

Wajid Hammad: Thank you Sonny! :)

01:06:20.420,01:06:23.420

Shirley Cheong: See you later at 6pm! (Singapore time)

Join us and Nishant Lalwani from Luminare

<https://splicebeta.com/program/nishant-lalwani-extra-building-a-global-public-interest-media-fun>

d-to-defend-newsrooms

01:06:21.627,01:06:24.627

Marium Chaudhry: Thank you sonny!!! Really informative'

01:06:21.637,01:06:24.637

Prue Clarke: What a job! Thank you

01:06:25.754,01:06:28.754

Nai Naii: Thanks a lot U Sunny!! and thanks the team!!

01:06:26.192,01:06:29.192

Hoa Ta: very interesting session. Thank you Sonny and Splice team as well

01:06:33.954,01:06:36.954

Shirley Cheong: Video Recordings, Session Summaries, Chat Transcript, Links and Presentations...

Everything that we have will be archived here:

<https://splicebeta.com/resources>

01:06:34.560,01:06:37.560

Plates Magazine: Thank you Sonny and Splice team

01:06:36.040,01:06:39.040

Kirsten Han: Thank you everyone! Great to see you (albeit virtually) Sonny <3

01:06:37.133,01:06:40.133

Shirley Cheong: See you all!

01:06:37.578,01:06:40.578

genesia alves: thank you Sonny

01:06:38.632,01:06:41.632

Mattia Peretti: Thank you guys, see you later!

01:06:42.709,01:06:45.709

Brian Hanley: Thanks!

01:06:45.501,01:06:48.501

Zuha Siddiqui: Thanks Sonny!

01:06:47.052,01:06:50.052

Shirley Cheong: Take care Sonny & Team

01:06:47.538,01:06:50.538

Yan Naung Oak: Thank you Ko Sonny! Stay safe!

01:06:57.658,01:07:00.658

Shirley Cheong: Bye Juju!