

News Revenue Hub

Helping news organizations **build sustainability**

Navigating Coronavirus

April 2020

NEWS
REVENUE

hub

Dear Hub Friends,

As the COVID-19 crisis continues to unfold, we will gather and share strategies, tools and best practices for optimizing spikes in traffic and interest.

This is an important moment. New audiences are discovering your work everyday. Make sure you are doing everything you can to capture email addresses and donations.

We will continue to update this slide deck with new examples as the crisis unfolds, so check back regularly.

The latest: [Coronavirus Sprint Campaign](#)

Thanks,

Mary and the Hub team

Consult the Traffic Spike Checklist

Before you hit publish...

- Create custom CTAs
- Add recirculation links
- Write SEO headlines
- Consider your email plan

Highlight and centralize your coverage so people can easily access it

Berkeleyside 10 YEARS

Arts Business City **Coronavirus** Crime Nosh Real Estate Schools Obituaries Opinion Events Our Oakland launch Sign up for c

Coronavirus updates • “shelter-in-place” order • COVID-19 by the numbers • Neighbors help each other • How are you coping?


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Create custom CTAs: Support and signup



Need to keep tabs on the latest coronavirus news in Texas? Our evening roundup has you covered.

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Support quality, in-depth coronavirus coverage that is

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Crosscut. **GIVE NOW**

Michigan coronavirus news

We are closely monitoring Michigan's coronavirus developments. Get all of our updates in your inbox.

Enter your email here...

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We do not sell or share your information with anyone.


In-story newsletter sign-up with customized coronavirus language:

Looking for the latest coronavirus news? We've got a newsletter for that **SUBSCRIBE TODAY**

courts or laboratories. Asked at the town hall if there was any hope of schools reopening before the end of May, Texas Education Commissioner Mike Morath said the state needs to wait and see how the virus spreads ahead of the order's April 3 expiration before determining whether a longer closure is necessary.

At the news conference, Abbott emphasized that the executive order is not a shelter-in-place order, saying that Texans can still go to places like the grocery store or bank and that "all critical infrastructure" remains open. Employers can keep their workplaces open but should only use "essential employees" and allow others to work remotely, Abbott said.

The executive order could be extended beyond April 3 depending on the status of the outbreak in Texas, Abbott said.



Need to keep tabs on the latest coronavirus news in Texas? Our evening roundup has you covered.

Your email address **SUBSCRIBE**

I agree to the [terms of service](#) and [privacy policy](#).

Browse all newsletters at texastribune.org/subscribe.

His announcement was not entirely unexpected. Asked Wednesday if he was considering statewide restrictions on bars and restaurants, Abbott said he was and would have an announcement Thursday but first wanted to get input from local officials.

The GOP governor had received increasing scrutiny for not moving sooner to enact statewide rules.

Story page modal window with donation CTA:

Crosscut. Politics Culture Equity Environment Opinion **DONATE** 🔍 ⋮

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Dr. Kevin Martin, who serves as Kittitas Valley Hospital's chief medical officer and is also a family physician, sorts through some of the nasal swabs that will be used to test patients for COVID-19, March 5, 2020. (Emily McCarty/Crosscut)

“The challenge would be if you’ve got a lot of community members coming in and people that you’re testing for a smaller facility, we could run out of supplies before there are enough reported cases to allow us to access the

tracking how virus, Blake said, the financial kind of situation,

reimbursement, she said.

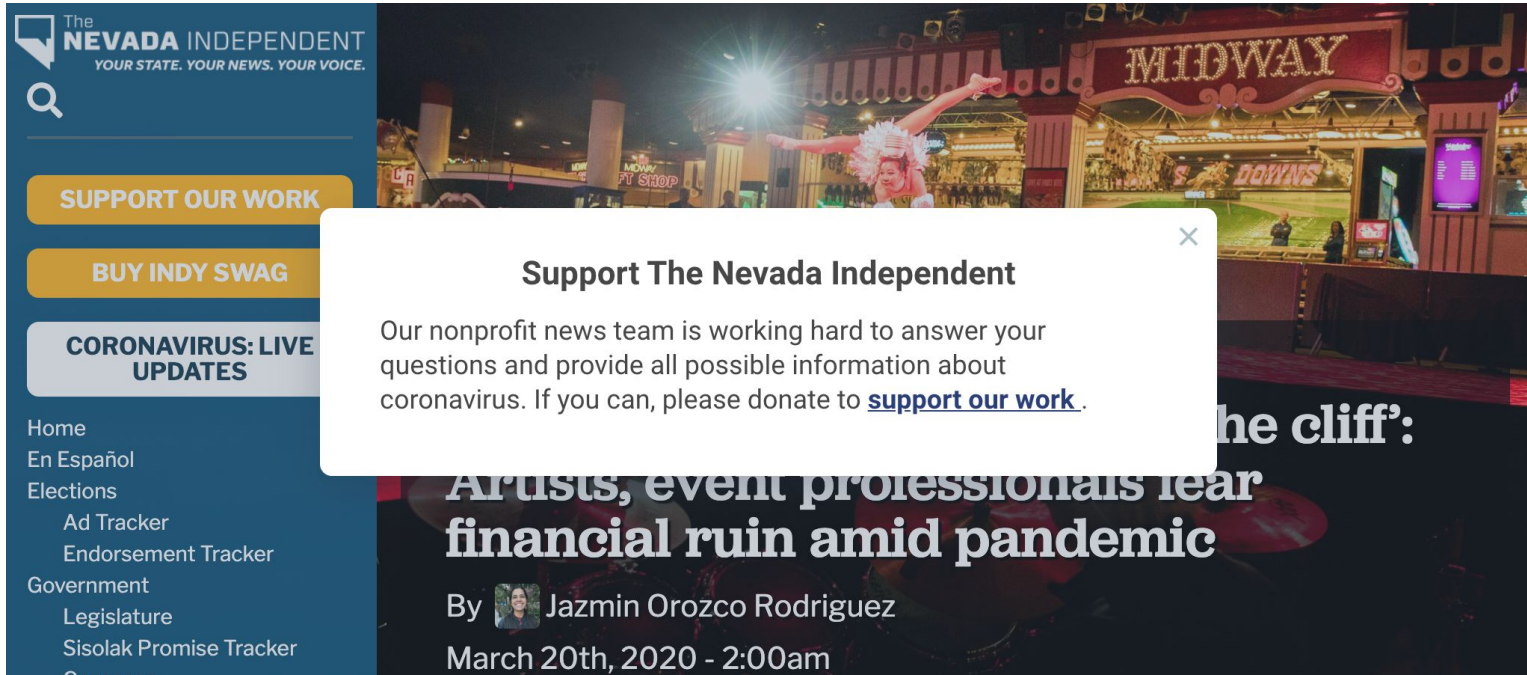
Help keep Crosscut paywall-free and accessible to everyone.

Your donation supports quality, in-depth coronavirus coverage that is always paywall-free.

Crosscut. **DONATE**

Do not show again.

This Optinmonster homepage modal window has been very effective for Nevada Independent:



The screenshot shows the homepage of The Nevada Independent. The left sidebar contains the site logo, a search icon, and navigation links: 'SUPPORT OUR WORK', 'BUY INDY SWAG', 'CORONAVIRUS: LIVE UPDATES', 'Home', 'En Español', 'Elections', 'Ad Tracker', 'Endorsement Tracker', 'Government', 'Legislature', and 'Sisolak Promise Tracker'. The main content area features a large image of a person in a costume at a 'MIDWAY' event. A white modal window is overlaid on the image, containing the following text:

Support The Nevada Independent

Our nonprofit news team is working hard to answer your questions and provide all possible information about coronavirus. If you can, please donate to [support our work](#).


Below the modal, the article headline reads: "Artists, event professionals tear the cliff": financial ruin amid pandemic". The author is listed as "By Jazmin Orozco Rodriguez" and the date is "March 20th, 2020 - 2:00am".


Try a combined CTA that promotes email sign-ups AND donations.





See it in action at:
<https://www.bridgemi.com/>

Subscribe Today

Get our free daily newsletter delivered to your inbox. Please support our nonprofit journalism.

 **SUBSCRIBE NOW**

 **DONATE TODAY**

Recirculate relevant information

Tips:

- Insert above-the-fold
- Add them in-line
- Be clear and concise
- Focus on public service/compiling vetted facts

College students weren't the only ones flouting officials' warnings to avoid large gatherings. Across the state, revelers celebrating St. Patrick's Day early filed into bars – and even those complying with the 250-person limit set this week by Gov. Gretchen Whitmer often made for close quarters, depending on the size of the venue.

- The latest: [Michigan coronavirus locations](#), [updated COVID-19 news](#)

In Detroit's Corktown neighborhood Sunday, bars overflowed with partygoers including nurse Michelle



A big question in the outbreak of Covid-19, which has already infected more than 110,000, is how the germ that causes it moves so easily between people. Although many viruses and germs can survive on ordinary objects, zeroing in on precisely how the new coronavirus does it could help stem the epidemic.

*You can read all of our **coverage of the coronavirus/Covid-19 outbreak** for free, and also sign up for our **coronavirus newsletter**. But please **consider subscribing** to support our nonprofit journalism.*

Consider your email plan: Customize your newsletters. Or start a pop-up newsletter.

Welcome back Evan,

[University closings](#) came fast and furious upon news of two coronavirus cases in Metro Detroit. Meanwhile, Gov. Gretchen Whitmer urged Michiganders to [consider canceling gatherings](#) with more than 100 people, but stopped short of any mandates. Other states have [taken larger steps](#) to encourage social isolation.

Today, Bridge reporters answer questions on our state's response to the coronavirus, and will continue to cover the issue.

Read on for the news and follow our [Coronavirus Tracker](#) or [subscribe to our Health Watch](#) newsletter for updates.

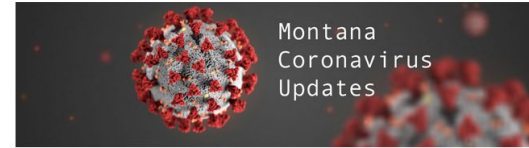
Have a great day,

Monica Williams
mwilliams@bridgemi.com

Bridge Michigan added a personalized note about COVID to its [regular Health Watch newsletter](#)

MTFP Montana Free Press

Today is Tuesday, March 24, 2020



As the coronavirus pandemic continues to impact the U.S. and the state, Montana Free Press will provide regular updates with the latest news and information.

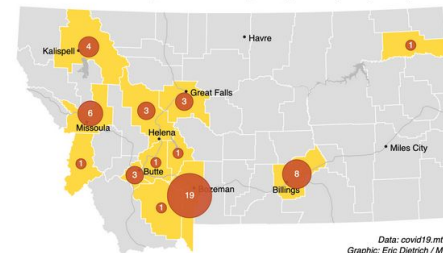
Editor's note: *The coronavirus pandemic is a rapidly developing story. Figures and information are accurate at the time of publication, but may change quickly.*

The latest numbers

Montana cases

As of 4:30 p.m. Tuesday, March 24, the Montana Department of Public Health and Human Services reported a total of 51 confirmed positive COVID-19 tests in the state.

COVID-19 cases reported in Montana by county, March 24, 2020 (51 total)



Data: covid19.mt.gov
Graphic: Eric Dietrich / MTFP

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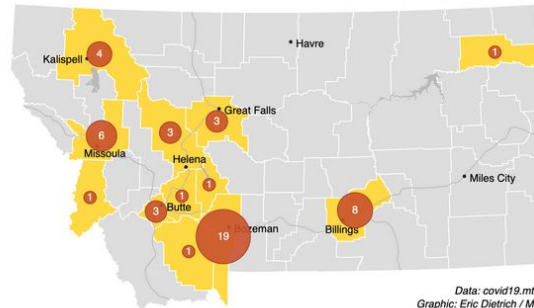
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Montana Free Press created a [pop-up coronavirus newsletter](#), after the story took over the news.

Engage directly with a survey



VOSD and the Pandemic

Dear Voice of San Diego family,

Our staff just met to talk about what our role is as we watch the United States enter an unprecedented disruption. We are a fiercely local investigative news entity, which makes situations like, say, global pandemics, interesting journalistic dilemmas.

We came up with several ideas of things to investigate and how to explain the local impacts and issues. You will see those in coming days.

We also want [to hear from you](#). What are you concerned about? What do you not understand? What have you heard? What have you experienced? [Fill out this form to tell us](#). Or email us at vosdinfo@gmail.com.

Send this survey to your readers and we'll share a custom report with you. **Just be sure to update *OrgUrl.com* with your own domain!**

<https://www.surveymonkey.com/r/VQXDN9Q?org=OrgUrl.com>

Example:

<https://www.surveymonkey.com/r/VQXDN9Q?org=RivardReport.com>



VOICE of SAN DIEGO

Help us shape our coverage of the coronavirus outbreak.

Start

press Enter ↵

Engage directly

From an embeddable Google Form at the bottom of stories to [virtual Q&As](#) to a [constantly-updated FAQs post](#), it's clear that CalMatter is considering audience engagement at every turn.

CORONAVIRUS AGING HEALTH BY CALMATTERS STAFF  PUBLISHED: MARCH 18, 2020

Watch: A chat with California's Department of Aging director on coronavirus and seniors



The director of California's Department of Aging said Wednesday that the coronavirus pandemic is not only helping inform the state's evolving Master Plan on Aging but also putting the state's response to its senior population to its "ultimate stress test."

Kim McCoy Wade made the remarks in a [wide-ranging web conversation](#) with CalMatters health care reporter Ana Ibarra and economy reporter Judy Lin on what senior citizens can do to protect themselves during the coronavirus pandemic.

Engage directly

Getting Through Coronavirus: Dealing with (Un)Employment Issues
Thu, Mar 26, 2020 1:00 PM - 2:00 PM PDT

Tickets

Free ticket

Free
Sales end in 3 hours


Donations

Donate to CalMatters

Fees will be calculated before you place your order.
Sales end in 4 hours
It's free to participate in the conversation, but if you'd like to support our journalism during this crucial time, your donation will help us cover this unprecedented public health and economic crisis in California.
[See more](#)

Powered by **eventbrite** English (US) ▾

Checkout



Order Summary

1 x Free ticket	\$0.00
Total	\$0.00

Price includes tax

Using [Eventbrite for registration](#) for the virtual Q&As allows CalMatters to capture names and emails and give people a chance to donate when they register.

SEO Tips + Resources

- [Google Trends: Coronavirus](#)
- [Google Explore: Coronavirus](#)
- **Local news publishers:** use *coronavirus* and *your location* in your social and SEO headlines
- Use **search term variation:** “remote, work from home”, “coronavirus, covid-19, covid”
- Write your headlines/summaries for **high level topics**. Unless they’re government officials, people aren’t searching for details (names, dates).
- [SEO Cheat Sheet](#)

Track your efforts

How to track what's working (and what can be improved):

1. Establish the **appropriate metrics** to track
2. Add **separate campaign tracking** to recirculation links, email blasts, and modals
3. Establish a **reporting system**
4. Schedule (even tentatively) a **wrap call** to discuss what went right and future improvements
5. **Talk to us!** We're here to help and provide guidance.

Common metrics to track

Compare these measures against their baselines for insight into your successes:

1. Unique visitors (Traffic)
2. Return visitors - i.e. 5x, 10x, 15x (Traffic)
3. Click-Through Rate (CTA)
4. New Subscribers (CTA)
5. Acquisition Rate (Email; located in KPI report)

Making the case for membership

Example: Berkeleyside

- Broke the news about the first confirmed coronavirus case in Berkeley
- Since then, they have raised more than \$50,000 from 300+ donors

Since we broke the news about the first confirmed coronavirus case in Berkeley last week, we've been closely monitoring this pandemic as this continues to have a direct impact on our community.

And we're committed to providing trustworthy reporting on this topic for as long as necessary.

In a time like this, the importance of local reporting can't be overstated. We know you rely on Berkeleyside for this type of public-service journalism, whether it relates to public health crises, power shutoffs, wildfire or roadway safety, or other pressing issues that affect your and your loved ones' daily lives.

We are glad to be able to provide this critical service, **but we can't do it without your support.**

Our reporting is made possible by readers like you. Will you support our public-service newsroom by **chipping in a tax-deductible contribution** to Berkeleyside today?

Yes, I support the work you're doing!

I hope I can count on you to support the public-service journalism we can't afford to lose.

With thanks,



Tracey Taylor
Managing Editor
Berkeleyside



Berkeleyside

Dear Friend,

Berkeleyside's hard-working reporters have truly excelled themselves since we published our first story on city preparations for the coronavirus on Feb. 27. We've run 50 stories so far, and we're on the cusp of launching a new, expanded rapid-response effort to bring you even more important, service-oriented journalism while the health emergency lasts.



You clearly understand the importance of the information we're providing. Our readership has hit sustained, record levels in the last few weeks. Some of the most prominent national news organizations have taken down their paywalls so everyone can get the information they need on the pandemic. We don't need to do that because we've always been free to all. We will never exclude anyone in our community from accessing the vital information we provide throughout the year.

But Berkeleyside has taken a hit as our local advertisers – the businesses, theaters, restaurants and music venues that we all like to patronize – have had to shut down during the pandemic.

So we're depending on you and other Berkeleyside members more than ever.

Will you continue to support our public-service newsroom by **chipping in an additional tax-deductible contribution** to Berkeleyside today?

Yes, I'll chip in something extra!

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Key takeaway: Fundraising during a crisis must be done tastefully.

1. Focus on the public service mission and your role in vetting information.
2. First, talk about how you're covering, packaging and distributing reporting on coronavirus.
3. Clearly define your role. THEN, make the case for funding the work.

Making the case for membership

Try a newsletter “topper”

- Topper = an intro from your editor or another prominent name
- [We've put together draft copy for you](#) for a three-day sprint campaign.



A message from the editor

The fight to pay our bills — nearly all of which is staff payroll and benefits because we don't maintain a physical office and don't print on paper — continues amid the coronavirus crisis. The statewide number of confirmed cases sits at 321 including two new cases in Lyon and Douglas counties, with the virus confirmed in seven of the state's 17 counties. (Check out [our live blog](#) for the latest details.) Tens of thousands of Nevadans are not working. Businesses are shuttered and may never open again.

If you've missed this newsletter the past couple of days, we announced Monday that *Indy* donor Stephen J. Cloobek has agreed to match every new or additional donation we get between now and the end of May — **up to \$100,000.**

[Here's the donation link.](#)

Jon

Additional appeal examples from Hub members:

- a. Berkeleyside ([link](#))
- b. CT Mirror ([link](#))
- c. Honolulu Civil Beat ([link](#))
- d. Rivard Report ([link](#))

Other Considerations

- **Spring campaigns**
 - If your org has not started one, consider timing carefully and watch the latest developments. It may be wise to wait.
 - If your org has already started one, then consider adapting the messaging *if you're covering COVID*, or pausing it.
- **Automations**
 - Add an evergreen how-we-support-you-in-a-crisis type appeal to your welcome series.

Hub Roundtable on navigating Coronavirus

On March 26, the Hub hosted a roundtable where we heard from newsrooms executing some the strategies and tactics you see in this deck. Watch a recording of the meeting [here](#).

We're here to help.

Need help executing these strategies? Drop us a note in your organization's Slack channel.

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