

March 31, 2023

NYPA

TERRY WILLIAMS

twilliams@keenenesentinel.com

Revenue and Audience Ideas



I A little about us

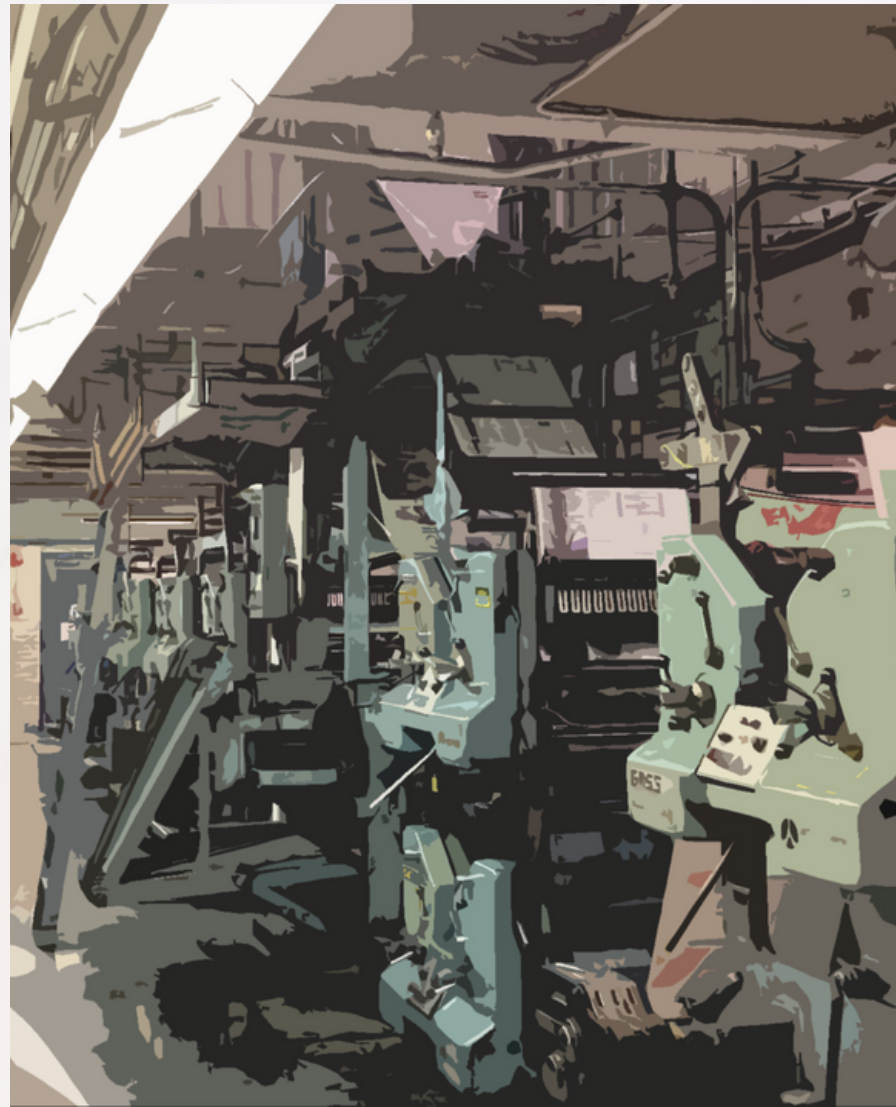
II Paid readership

III Fundraising

IV Events

V Resources

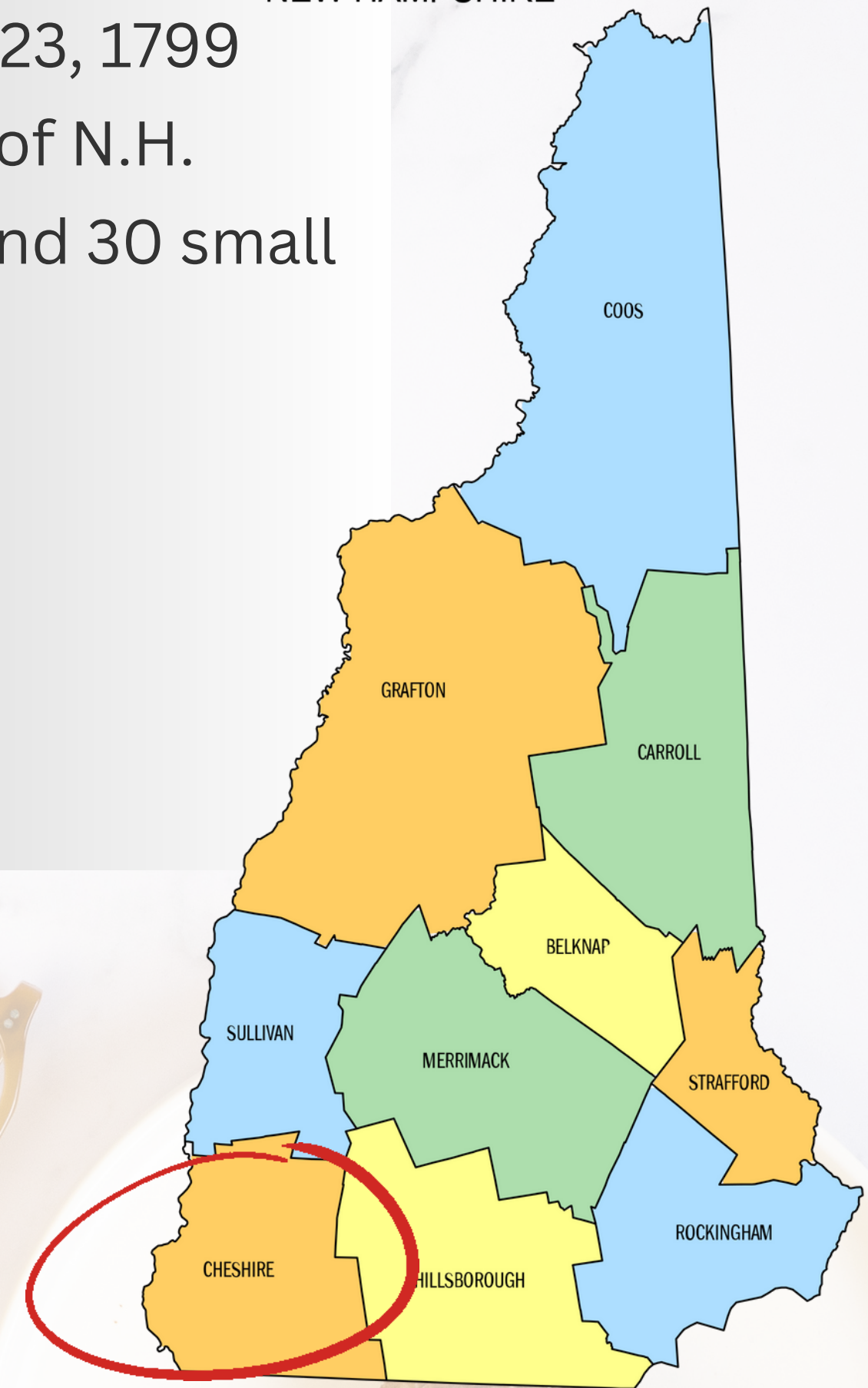
A little about us



Goss Community Press 1972

- The Sentinel was founded March 23, 1799
- Located in the southwest corner of N.H.
- Coverage area of one small city and 30 small towns
- Six days print: afternoons M-F; Sat. morning
- 19-member newsroom/60 FTEs
- Total circulation - 5,494
- Digital circulation - 1,547

NEW HAMPSHIRE



THE KEENE SENTINEL

A photograph of a person with dark, wavy hair, seen from the side, wearing a black and white striped short-sleeved shirt and light blue jeans. They are holding and reading a newspaper. The newspaper has a large, colorful illustration on the left page and the headline 'EVREN SINGUL' on the right page. The text 'Paid Readership' is overlaid in large, bold, white letters across the center of the image. The background is a blurred outdoor setting with trees and foliage. The entire image is framed by a white border with a subtle, light-colored abstract pattern on the left and right sides.

Paid Readership

Table Stakes Principles

1. Serve targeted audiences with targeted content: Be audience-driven across the enterprise.

2. Publish on the platforms used by targeted audiences: Go to audiences rather than expecting them to come to us.

3. Produce and publish continuously to meet audience needs – always on, always present.

4. Funnel occasional users to frequent readers to paying/valuable loyalists.

5. Diversify and grow the ways we earn revenue from the audiences we build.

6. Partner to expand capacity and capabilities at lower cost.

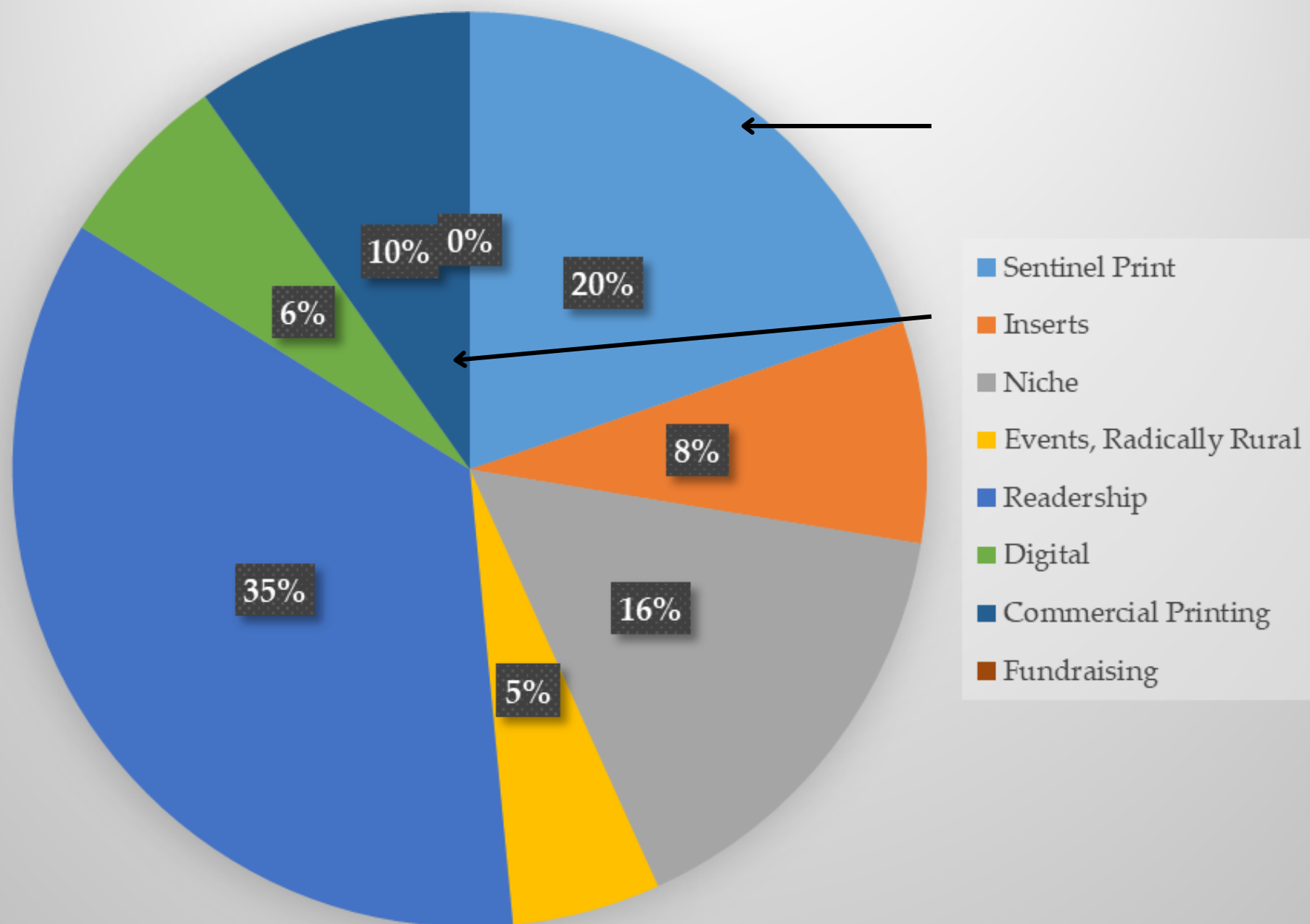
7. Seek audience growth and profitability using a “mini-publisher” perspective.

We added an 8th Table Stake:

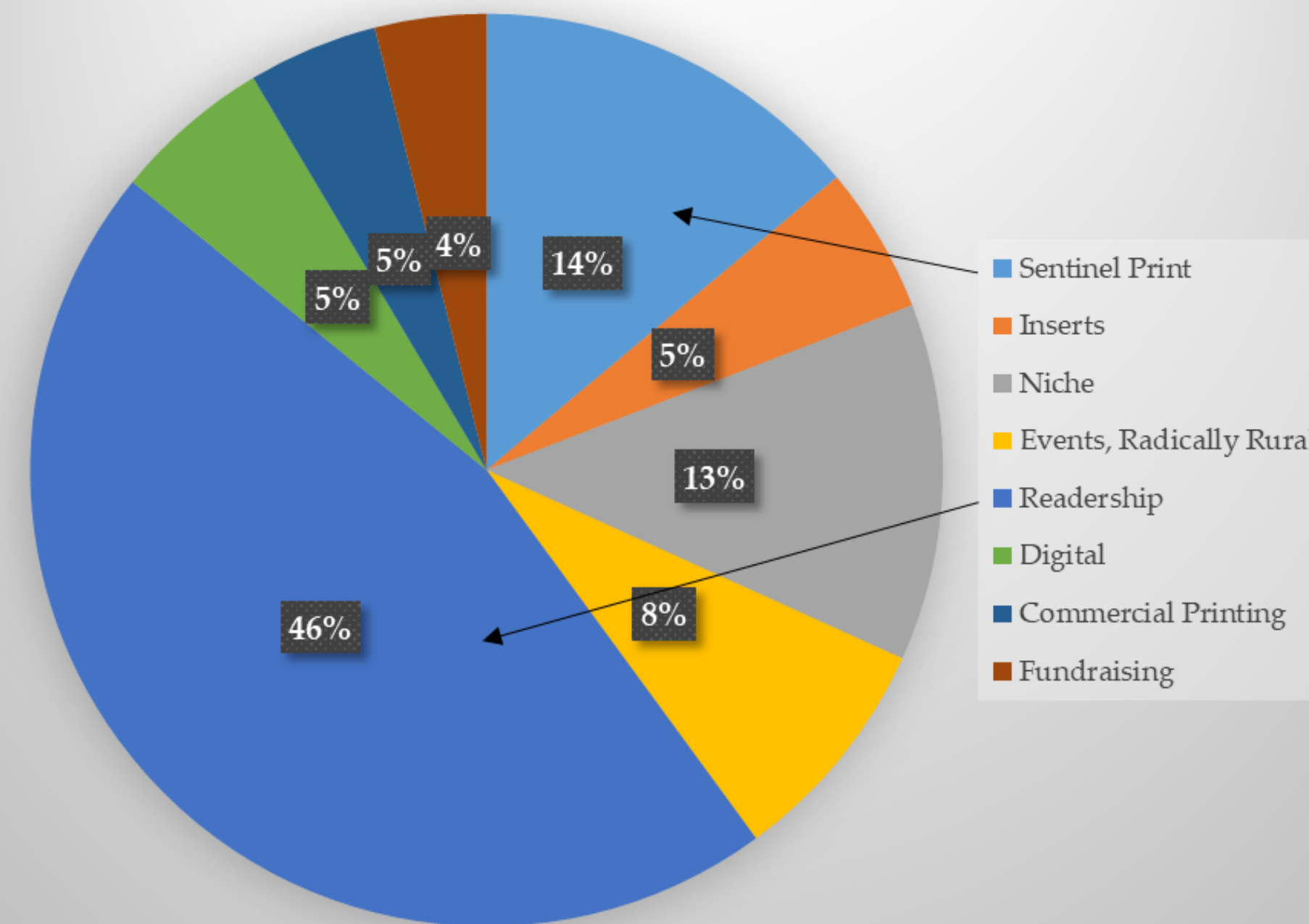
8. Provide exemplary customer service and user experiences.

Paid Readership and its growing importance

2018



2022

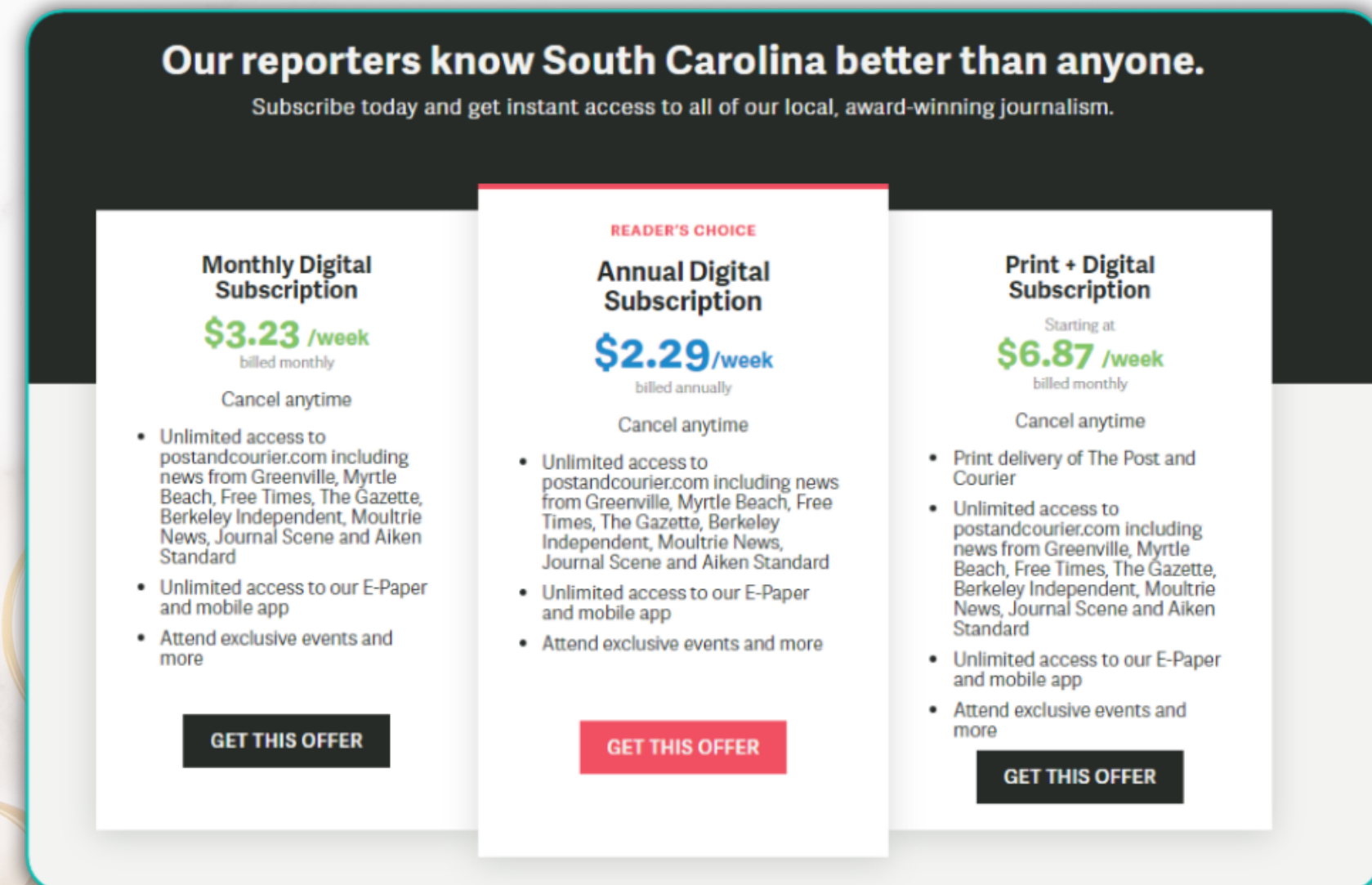


Paid Readership and its growing importance

Key Measures

- Simplify the subscription page to basic info: name, email, credit card
- Tighten paywall
- Personalize price increases - letters and emails, not just invoices, and tell your story
- Email a survey to those who don't renew - include a renewal offer
- Automate notices to subscribers whose credit cards will expire - or call them

Post and Courier



Our reporters know South Carolina better than anyone.
Subscribe today and get instant access to all of our local, award-winning journalism.

Subscription Type	Price	Frequency	Cancel anytime
Monthly Digital Subscription	\$3.23 /week	billed monthly	Cancel anytime
Annual Digital Subscription	\$2.29 /week	billed annually	Cancel anytime
Print + Digital Subscription	\$6.87 /week	billed monthly	Cancel anytime

Monthly Digital Subscription:

- Unlimited access to postandcourier.com including news from Greenville, Myrtle Beach, Free Times, The Gazette, Berkeley Independent, Moultrie News, Journal Scene and Aiken Standard
- Unlimited access to our E-Paper and mobile app
- Attend exclusive events and more

Annual Digital Subscription:

- Unlimited access to postandcourier.com including news from Greenville, Myrtle Beach, Free Times, The Gazette, Berkeley Independent, Moultrie News, Journal Scene and Aiken Standard
- Unlimited access to our E-Paper and mobile app
- Attend exclusive events and more

Print + Digital Subscription:

- Print delivery of The Post and Courier
- Unlimited access to postandcourier.com including news from Greenville, Myrtle Beach, Free Times, The Gazette, Berkeley Independent, Moultrie News, Journal Scene and Aiken Standard
- Unlimited access to our E-Paper and mobile app
- Attend exclusive events and more

GET THIS OFFER

Paid Readership and its growing importance

Key Measures

- Newsletter strategy to drive new subscribers - 70 so far this year
 - Segregate your email database between paid subscribers and non-subscribers
 - A/B test different offers with the nonsubscribers
 - Onboarding letters

Weekday Newsletter

THE KEENE SENTINEL SentinelSource.com



MONDAY, MARCH 27, 2023

LOCAL NEWS



A Keene State College freshman involved in a crash with a logging truck in Stoddard early Thursday morning has died of her injuries while another has been released from the hospital, school officials said.

Both Mayer and her passenger, Allison M. Yanski, 19, graduated from Concord High School and played together on the Keene State women's soccer team. [Read more](#)

Paid Readership and its growing importance

Onboarding - Newsletters

- #1: Welcome and what you can expect in your inbox
- #2: Welcome and introduction from the co-executive editors, with information about the newsroom's work
- #3: Other ways to connect with The Sentinel (i.e. the app, social media)
- #4: Links to recent work we're proud of
- #5: Hard sell #1 -- special subscription offer (only sent to non-Sentinel subscribers)
- #6: Survey asking feedback about the newsletter experience so far
- #7: Hard sell #2 -- special subscription offer (only sent to non-Sentinel subscribers)

The Keene Sentinel

Enjoy 24/7 digital access to The Keene Sentinel with a [special offer for you](#). This offer expires Friday!

**\$1 / week
for 48 weeks**

Enjoy unlimited access to all of
The Keene Sentinel's stories online
with a digital subscription.
This limited-time offer is available only
to our newsletter readers!

Subscribe Today!

Key Measures



Dear Reader,

THE KEENE SENTINEL

What Local Means

Dear Reader,

My name is Hunter Oberst and I am The Sentinel's city government and housing reporter. I have read some of my articles covering Keene municipal meetings, on matters ranging from upcoming downtown infrastructure work to a Keene panel's ideas for combating teacher shortages and New Hampshire's housing crisis.



I started with The Sentinel as an intern reporter upon my recent graduation from Keene State with a degree in multimedia journalism, became a full-time reporter in the newsroom. I am privileged to work in a town where I grew up. I attended the White Mountain School of Feathers for Claws and traded in my feathers for claws. Throughout my life, I have been a fan of the Monadnock Region and the Keene Sentinel. I am excited to be a part of the "Humanity" project.



summit of Mount Monadnock, walked
Shoes mural on West Street from the film.
my bicycle with my friends.

I was interested in reporting, I was interested
many others my age, I was curious about
good at creating fictional stories
petite for journalism, who
and share their real a
discover

Before I was interested in reporting, I was interested when, like many others my age, I was curious about what was never very good at creating fictional stories that whetted my appetite for journalism, why I could listen to others and share their real and

When I enrolled at Keene State, I discovered that after my first class, I became a story deserving to be told and trans-

That art is fundamental to The newspaper has built a reputation for responsibility I have not just an informative source provided to be a me

responsibility I have
informative source pr
ed to be a me



What Local Means

Using your feedback, The Sentinel has developed a

We're not... resource.com/



What Local Means

Dear Reader,

There's a saying you could find on T-shirts and mugs years ago: "Trust me, I'm a reporter." (Online retailers now sell a similar, "Trust me, I'm a journalist," these days.)

Even back then, there was an irony to it.

At we at The Sentinel, and many of our colleagues in local news outlets, we believe that it's up to us to do it.

In the past three years, we've been learning from news outlets rebuild and earn their money and work on their website.

Even back then, there was an irony to it. But we at The Sentinel, and many of our colleagues in local news, believe that trust can be rebuilt. And we believe that it's up to us to do it.

For the past three years, we've been learning from Trusting News, an organization that helps news outlets rebuild and earn their readers' trust. You can find more about their mission and work on their website, www.trustingnews.org.

We have



James speaks with residents at American House in Keene this month. We're getting out into the community to talk about our work at The Sentinel!

We hope by pulling back the curtain on these things are considered a difference is bet content.

Opinion content has been the first area tackled in our six-month partnership with News, where we've been asking questions, we're asking journalism.

For example, many people assume – and why wouldn't they, as we haven't told them – that the local news they see the editorials at the same time as the local news editors. The editorial board also writes endorsements, and, again, we in local news don't know the results of endorsements. We've begun labeling all opinion content on our website, and we've posted the first of our op-eds, also known as guest opinion columns, on our website. We've begun publishing more in-depth look at issues, and we've begun building the column on www.sentinelsource.com/.

Print and digital circulation revenue

	Print HD Pricing Weekly	Digital Pricing Weekly	SC Pricing Daily	Weekend Pricing	Print Revenue	Digital Revenue
2018	\$5.11	\$2.24	\$1.00	\$1.75	\$1,476,768	\$55,246
2023 Budget	\$10.99	\$5.05	\$2.50	\$3.00	\$1,663,080	\$385,445
Overall change in circulation	Q4 2018 6,483 Q4 2022 5,494	Ave. -3.8% annually Print down -7.7% annually	Digital change in circulation	Q4 2018 766 Q4 2022 1,547	Ave. +25.5% per year	
EZ Pay Percentage	HD 2020 33.74% 2023 55.02%	Digital 2020 15.92% 2023 85.42%				

Business Boost Program

- Bundle a locally produced product with a subscription offer
- Local coffee company blended a special pound of coffee for us
- Purchased wholesale
- Sold as part of a recurring offer, modest discount price for digital or digital + weekend print paper
- 45 orders

A PERFECT BLEND — LOCAL COFFEE AND LOCAL COPY

For a limited time, The Keene Sentinel, with the help from friends at Prime Roast Coffee Company of Keene, have a special offer for you.

Sign up to receive The Keene Sentinel in print weekends and daily online for only \$8 every 4 weeks and get a free, one-pound bag of Prime Roast Coffee roasted especially for you. We call it The Sentinel Blend, and it's available to all new subscribers. So, take a break, stay informed and enjoy some local coffee with your local news.

CALL 603-283-0797 OR USE CODE COFFEETWO ON SENTINELSOURCE.COM THROUGH MARCH 31.

Offer available to new subscribers or subscribers who haven't been with us for the past 12 months. Orders will be fulfilled within two weeks of your start date. After 6 months, your subscription will continue at the regular retail rate. Cancel any time after your first 6 months. Offer ends March 31, 2021.

HOT OFF THE PRESS!

A PERFECT BLEND — LOCAL COFFEE AND LOCAL COPY

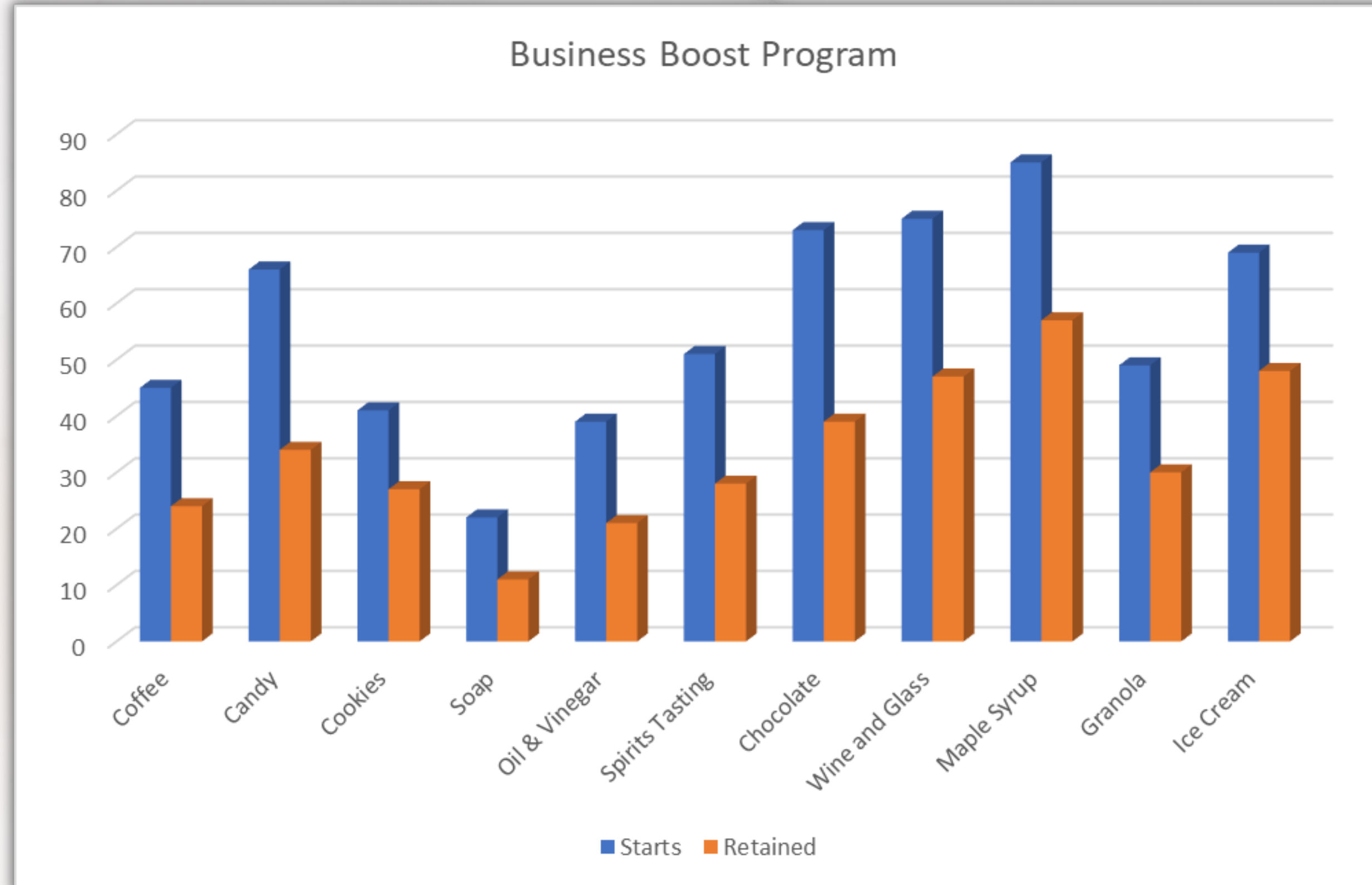
Sign up to receive The Keene Sentinel online for only \$8 every 4 weeks and get a free, one-pound bag of Prime Roast Coffee roasted especially for you.

CLICK HERE FOR DETAILS

OFFER AVAILABLE TO NEW SUBSCRIBERS ONLY. REGULAR RATES APPLY AFTER 6 MONTHS. C

Business Boost Program



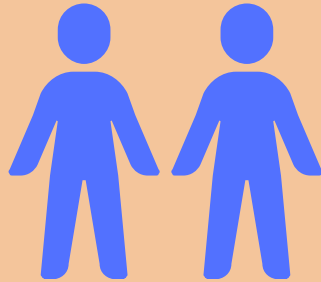

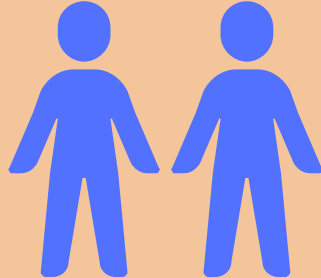
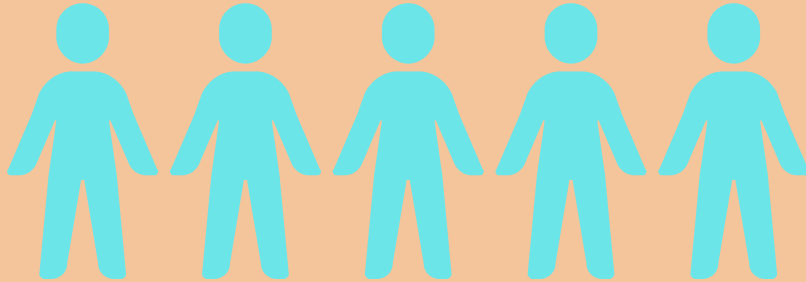
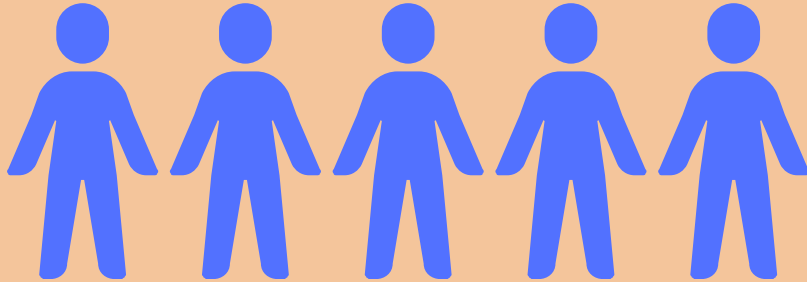
- Total Starts = 615
- Total Retained = 366
- Average Starts per Product = 56

Best offer - Maple Syrup = 85 orders/57 retained

Business Boost Program

Local Business Boost Program	
Digital	383
Digital Plus Weekend	232
Total Orders	615
Retained Orders	366
Retention Rate	60%
Total Revenue to Date	\$100,264
Cost of Program	\$9,693
Profit	\$90,571
Cost per Order (Start)	\$15.76
Cost per Order (Retained)	\$26.48

Pivoting our readership workforce

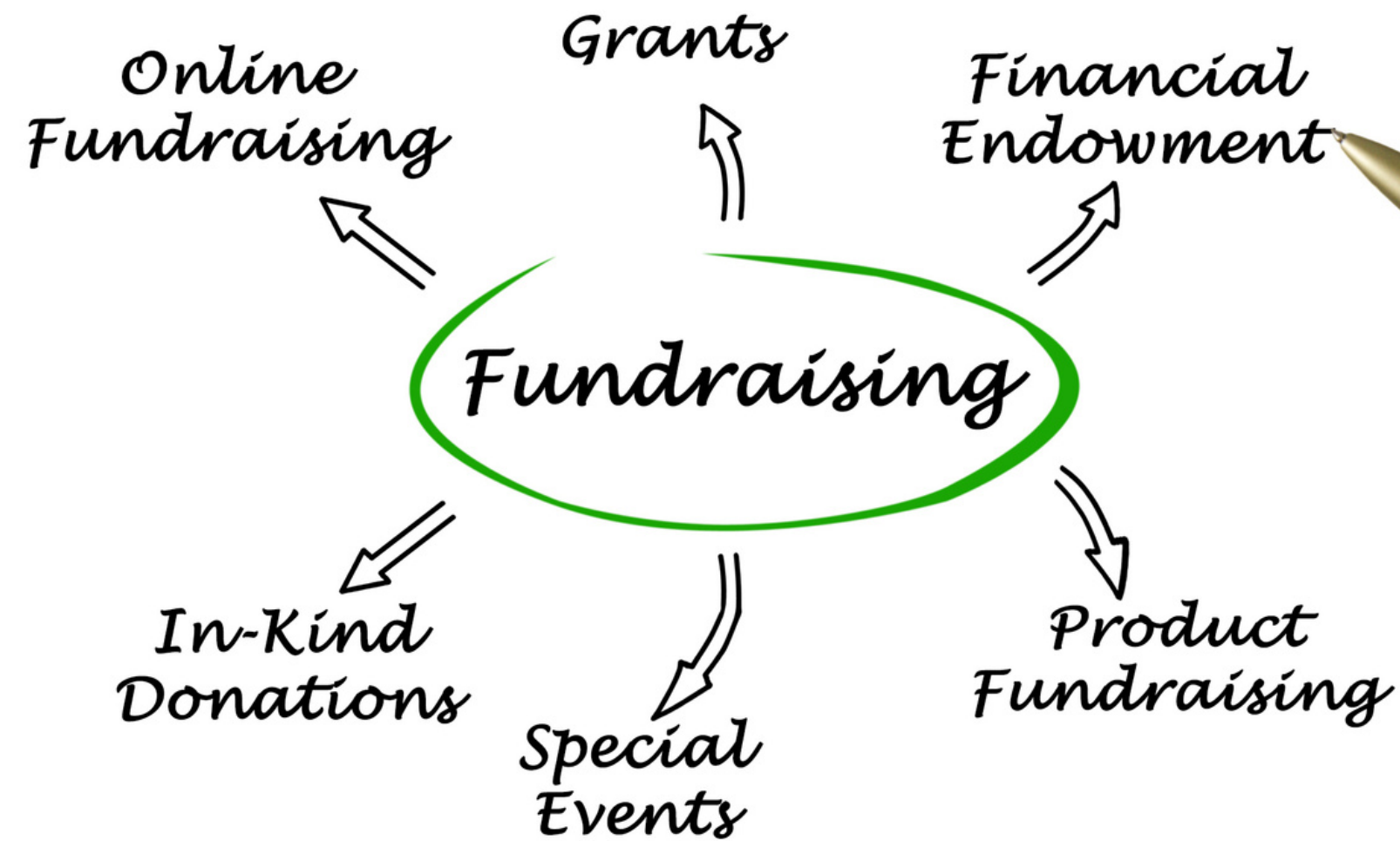
	2018	2023
Editorial Staff Focused on Readership		
Circulation Staff Focused on Sales and Retention		
Circulation Staff Focused on Delivery		

Paid Readership and its growing importance

Nagging issues left to solve

- Poor distribution
 - Finding reliable drivers is a problem
 - May consider mailing the most difficult routes
- Expiring credit cards; we call now but connecting is a challenge
- Conversions at the paywall - must do better
- More use of data; what content drives subscriptions?
- Subscriber benefits - what else can we do?
- New strategy for our business boost program
- Automated marketing - ActiveCampaign, for instance

Fundraising



Fundraising at The Sentinel

- Crowdfunding and targeted appeals
- Grants
- Foundations and philanthropy



2020	2021	2022	2023
\$78,000	\$23,000	\$126,000	Budget \$125,000
Offsetting impacts of pandemic Raised money for a Statehouse Reporter	Hired Statehouse Reporter Hired Digital Community Engagement Journalist	Created Managing Editor for Audience Development Funded year one of Health Reporting Lab	Year two and three of Health Reporting Lab

Fundraising at The Sentinel

Special appeals

Support Local Journalism

There has never been a more important time than now to support local community journalism.



IT'S OUR 224TH BIRTHDAY!
WON'T YOU CELEBRATE WITH US?

We've only got one thing on our wish list this year: your support.

The Keene Sentinel



Today's paper (e-Edition)
Keene Sentinel

Tuesday, March 14, 2023



33°

Weather sponsored by:
Pinney Plumbing & Heating



Sign up for
Newsletters



Local news

Health Reporting Lab

Local sports

Opinion

Obituaries

ELF

Contact us

Puzzles

e-Edition



Terry W...

Subscribe

Donate

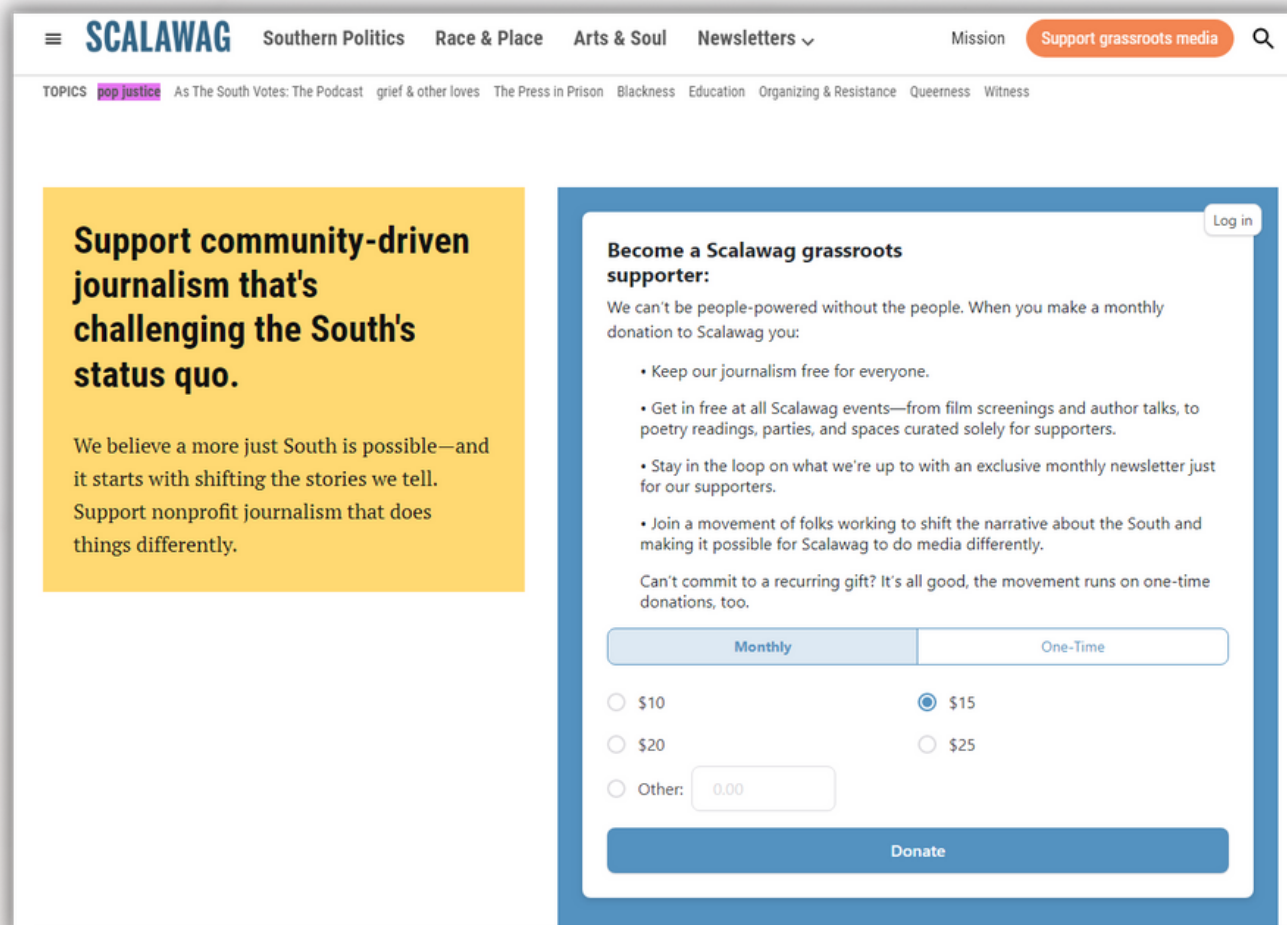
Suggestions

- Personalize the newsroom
- Personal letters
- Thank you notes - handwritten
- Maintain an updated email database
- Find a fiscal sponsor - LMA, RFA or local community fund
- Write an impact report
- Do a video
- Annual appeal and year-end appeal

The "Super" subscriber		
	2021	2022
Subscribers	5,368	5,046
Number who gave	251	176
Percent of "Super" subscribers	4.7%	3.5%
Average gift	\$91.63	\$119.93

Fundraising Approaches

- Memberships/Monthly Donations/Campaigns



SCALAWAG Southern Politics Race & Place Arts & Soul Newsletters ▾ Mission [Support grassroots media](#) 🔍

TOPICS [pop justice](#) As The South Votes: The Podcast grief & other loves The Press in Prison Blackness Education Organizing & Resistance Queerness Witness

Support community-driven journalism that's challenging the South's status quo.

We believe a more just South is possible—and it starts with shifting the stories we tell. Support nonprofit journalism that does things differently.

Become a Scalawag grassroots supporter: [Log in](#)

We can't be people-powered without the people. When you make a monthly donation to Scalawag you:

- Keep our journalism free for everyone.
- Get in free at all Scalawag events—from film screenings and author talks, to poetry readings, parties, and spaces curated solely for supporters.
- Stay in the loop on what we're up to with an exclusive monthly newsletter just for our supporters.
- Join a movement of folks working to shift the narrative about the South and making it possible for Scalawag to do media differently.

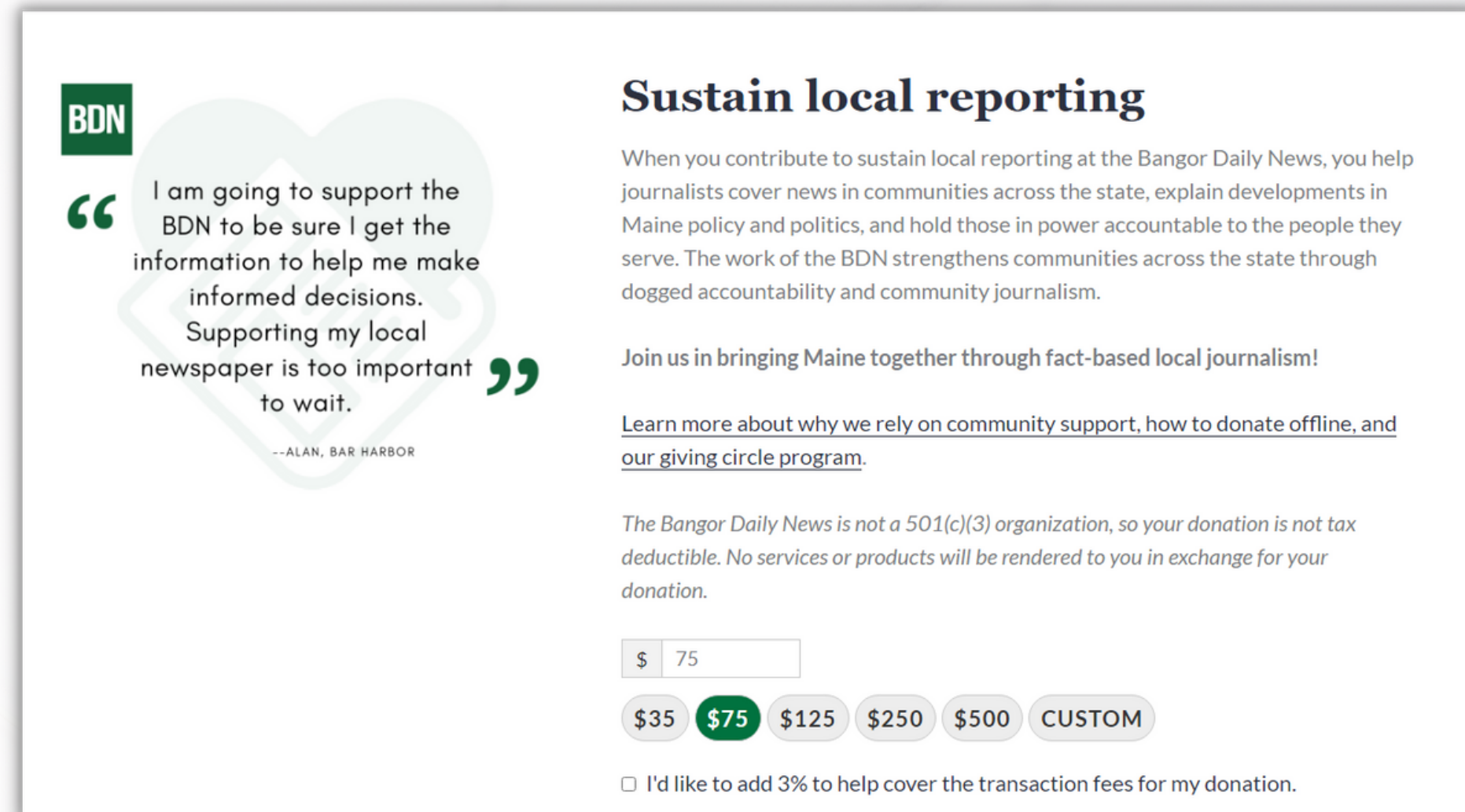
Can't commit to a recurring gift? It's all good, the movement runs on one-time donations, too.

☒ Monthly ☐ One-Time

☐ \$10 ☒ \$15 ☐ \$20 ☐ \$25

☐ Other:

[Donate](#)



BDN

“ I am going to support the BDN to be sure I get the information to help me make informed decisions. Supporting my local newspaper is too important to wait. **”**

--ALAN, BAR HARBOR

Sustain local reporting

When you contribute to sustain local reporting at the Bangor Daily News, you help journalists cover news in communities across the state, explain developments in Maine policy and politics, and hold those in power accountable to the people they serve. The work of the BDN strengthens communities across the state through dogged accountability and community journalism.

Join us in bringing Maine together through fact-based local journalism!

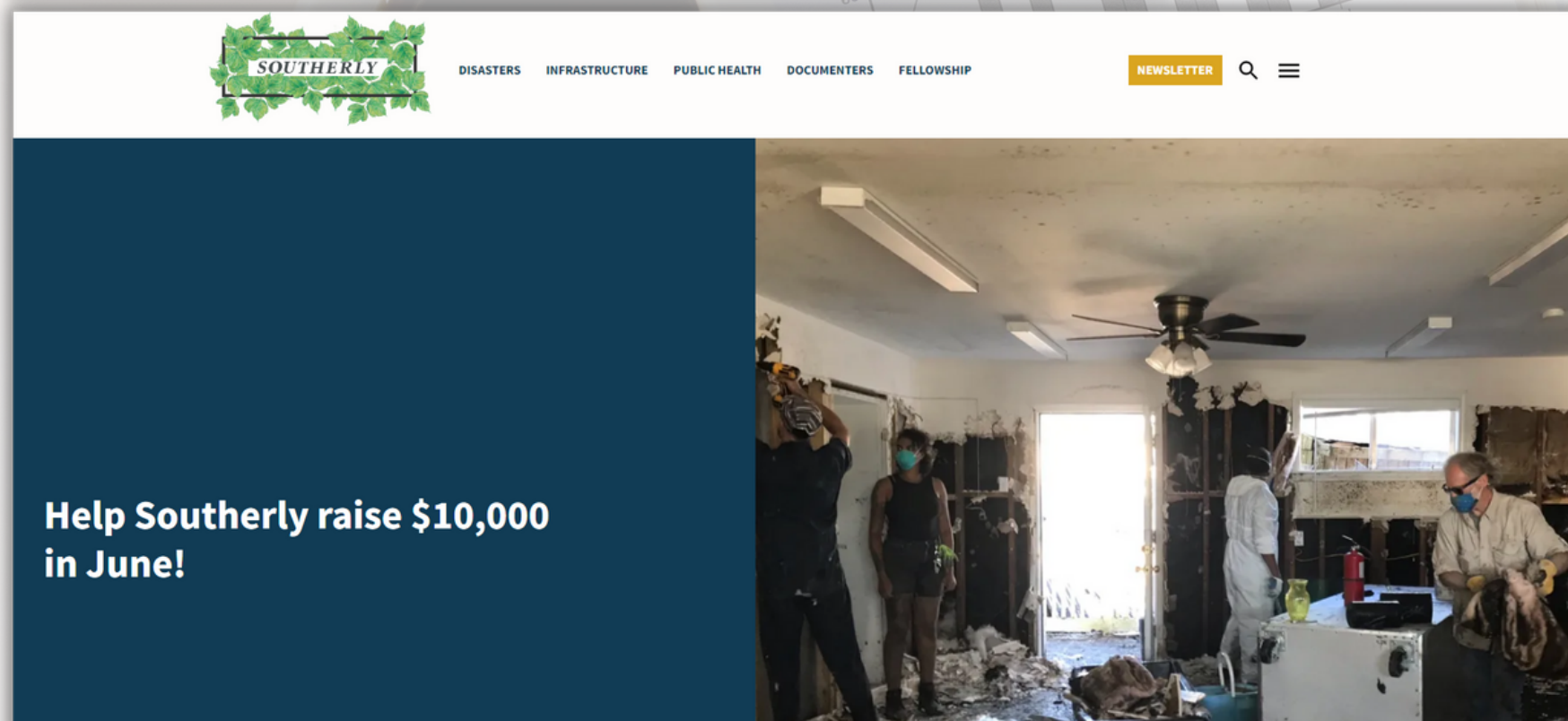
[Learn more about why we rely on community support, how to donate offline, and our giving circle program.](#)

The Bangor Daily News is not a 501(c)(3) organization, so your donation is not tax deductible. No services or products will be rendered to you in exchange for your donation.

\$


[\\$35](#) [\\$75](#) [\\$125](#) [\\$250](#) [\\$500](#) [CUSTOM](#)

☐ I'd like to add 3% to help cover the transaction fees for my donation.



SOUTHERLY DISASTERS INFRASTRUCTURE PUBLIC HEALTH DOCUMENTERS FELLOWSHIP [NEWSLETTER](#) 🔍 ☰

Help Southerly raise \$10,000 in June!



Scalawag: <https://scalawagmagazine.org/>
 Bangor Daily News: <https://www.bangordailynews.com/>
 Southerly: <https://southerlymag.org/>

Fundraising at The Sentinel

- Took part in LMA Philanthropy Lab
- Conducted 30 listening sessions
- Found fiscal sponsor
- Developed a pitch deck
- Reached out to local and community foundations
- Reached out to individuals
- Reached out to local businesses
- Goal was \$86,000 - raised \$70,000



MONADNOCK REGION HEALTH REPORTING LAB



MONADNOCK REGION HEALTH REPORTING LAB ANNUAL IMPACT REPORT



In February 2022, The Keene Sentinel launched the Monadnock Region Health Reporting Lab, an ambitious effort to fund a dedicated health solutions reporter to better explore the problems of health care access in Cheshire County. This was unlike anything we had done before, with the project fully covered by donors and grants. We started this project after more than 30 listening

sessions with people within the local health care sector, from medical professionals and business leaders to patients. Through those conversations, we found that the Monadnock Region needed a revamped model for health care news coverage.

With the idea of a "lab" in mind, we set off to provide in-depth health coverage in different ways than we had in the past. The donor-funded model allowed us to dedicate our health reporter, Olivia Belanger, to fully focus on the health beat.

Having the Health Lab as a resource has allowed The Sentinel's reporting to expand beyond the day-to-day coverage and concentrate more on long-form, solutions-based stories that our readers need. In addition, the Lab has created a weekly online health newsletter, hosted Facebook Live discussions with local experts and created a family resource guide.

This letter is part of our first impact report that

details further what we were able to achieve in 2022 and hope to produce in 2023. Through this endeavor, we've learned that the community will support new journalism initiatives, such as the Lab, and that we can reach new audiences, particularly those that are underserved. Our goals remain to provide a deeper level of health care coverage for this region and to save lives.

We are deeply grateful to those who donated to our initial campaign and hope, during the next few months, to raise what we need for 2023 and make progress for 2024. If you'd like to contribute, please reach out to me at twilliams@keenesentinel.com.

Respectfully,



Terence L. Williams
President & COO

ABOUT THE HEALTH LAB WHAT IT IS

The Sentinel's Monadnock Region Health Reporting Lab informs its readers about health issues within the area through in-depth stories and multimedia projects. The beat focuses on solutions journalism, which not only outlines the problems, but presents possible ways to fix them through real-world examples. In pursuit of this mission, the Health Lab offers a more comprehensive picture of the region's mental and physical health, where the root causes of health issues lie and how to better our community. We hope, in turn, health officials throughout the Monadnock Region can use our work to implement change.

ABOUT OLIVIA HEALTH SOLUTIONS REPORTER

Olivia Belanger is the health solutions reporter for The Sentinel and main reporter for the Monadnock Region Health Reporting Lab, keeping readers informed on issues like mental health, the opioid crisis and the COVID-19 pandemic. Before joining The Sentinel's staff, Olivia spent a year as the health, nonprofit and education reporter for the Watertown Daily Times in Watertown, NY.

A 2018 graduate of Keene State College, Olivia decided to move back to the area in 2019 to tell the unique stories of the Monadnock Region. The Bartlett native now lives in Keene with her fiancé, Ryan, and their Bernese mountain dog, Koa.

When off duty, Olivia can be found drinking an iced coffee, teaching herself a new hobby or looking — literally everywhere — for a dog to pet.



SUBSCRIBE

Get The Check-Up, a weekly newsletter on health in the Monadnock Region, sent to your inbox every Monday by signing up at sentinelsource.com/newsletters/newsletters_signup



READ

To catch up on Health Lab stories, visit its website at sentinelsource.com/healthlab. All of the content is free.



CONTACT

Tips? Comments? Concerns? We'd love to hear from you. Olivia Belanger can be reached at obelanger@keenesentinel.com.

MEET OUR FREELANCERS

KELLY BURCH

Kelly Burch is a freelance journalist with more than 15 years experience. She enjoys making complex health topics accessible to readers, with a particular interest in mental, maternal and sexual health coverage. She enjoys working with the Monadnock Region Health Reporting Lab and the Granite State News Collaborative to produce stories focused on her home state of New Hampshire.



MIA SUMMERSON

Mia Summermon is a freelance journalist based in Niagara Falls, NY. Formerly a Sentinel reporter, she has over a decade of experience working for daily newspapers, covering topics including politics, business, entertainment and health. She has tackled stories for the Health Lab on health policies, COVID-19 and Medicaid reimbursement rates.



ONE YEAR OF IMPACT

NUMBER OF STORIES PUBLISHED TO DATE:

75

NUMBER OF SOLUTIONS STORIES PUBLISHED TO DATE:

7

NUMBER OF NEWSLETTERS TO DATE:

41

NUMBER OF SUBSCRIBERS TO DATE:

931

Fundraising

- A helpful means to support local journalism
- Can range from small projects, or labs, to overall support for the enterprise
- Define a job to be done
- Conduct community listening

myrecordjournal.com

NEWS TOWNS SPORTS OBITS LATINO NEWS FOOD & DRINK CLASSIFIEDS E-PAPER SERVICES

Reportajes de la Comunidad Latina

LATINO COMMUNITIES Reporting Lab

POWERED BY Record-Journal

IN PARTNERSHIP WITH MERIDEN-WALLINGFORD COMMUNITY FOUNDATION, INC.

Our Mission- To amplify the voices of our local Latino communities

DONATE TODAY

Thank you

Thank you for all the support and donations since the launch of our Latino Communities Reporting Lab.

Because of your contributions, we've been able to expand our coverage of the local Latino communities, which includes hiring two bilingual reporters devoted to furthering the mission of the Latino Communities Reporting Lab.

Your continued support will enable us to tell more stories about Latinos who contribute to our communities every day.

The Fresno Bee

EDUCATION LAB

The Education Lab is an ambitious editorial initiative that shines a spotlight on education issues critical to the advancement of San Joaquin Valley residents, with a specific focus on Fresno.

READ MORE ABOUT THE LAB

DONATE TO THE ED LAB

Amsterdam News

The New Black View

HOME ABOUT US LATEST FACT CHECKS ESPAÑOL CONTACT US WORK WITH US DONATE

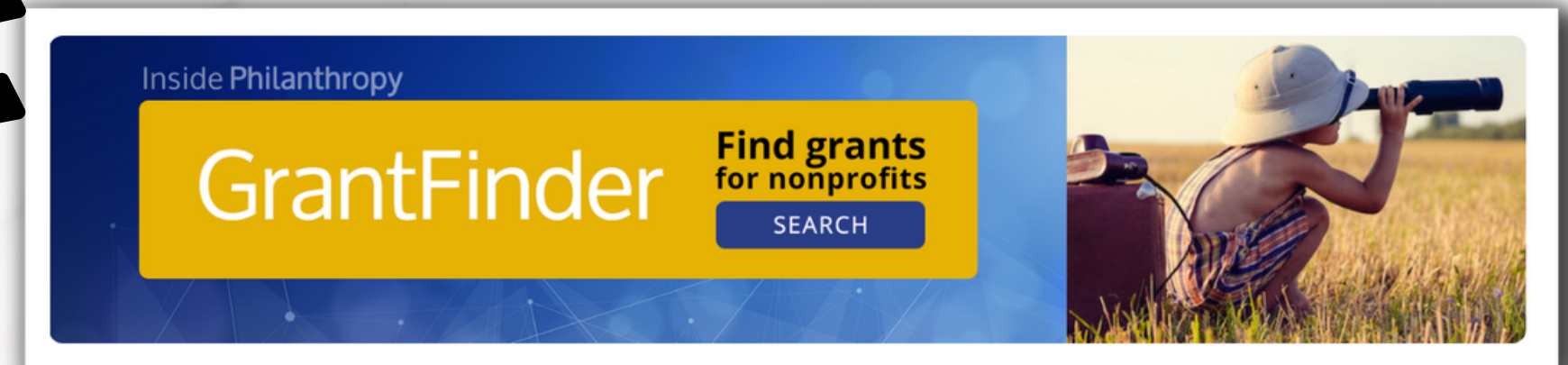
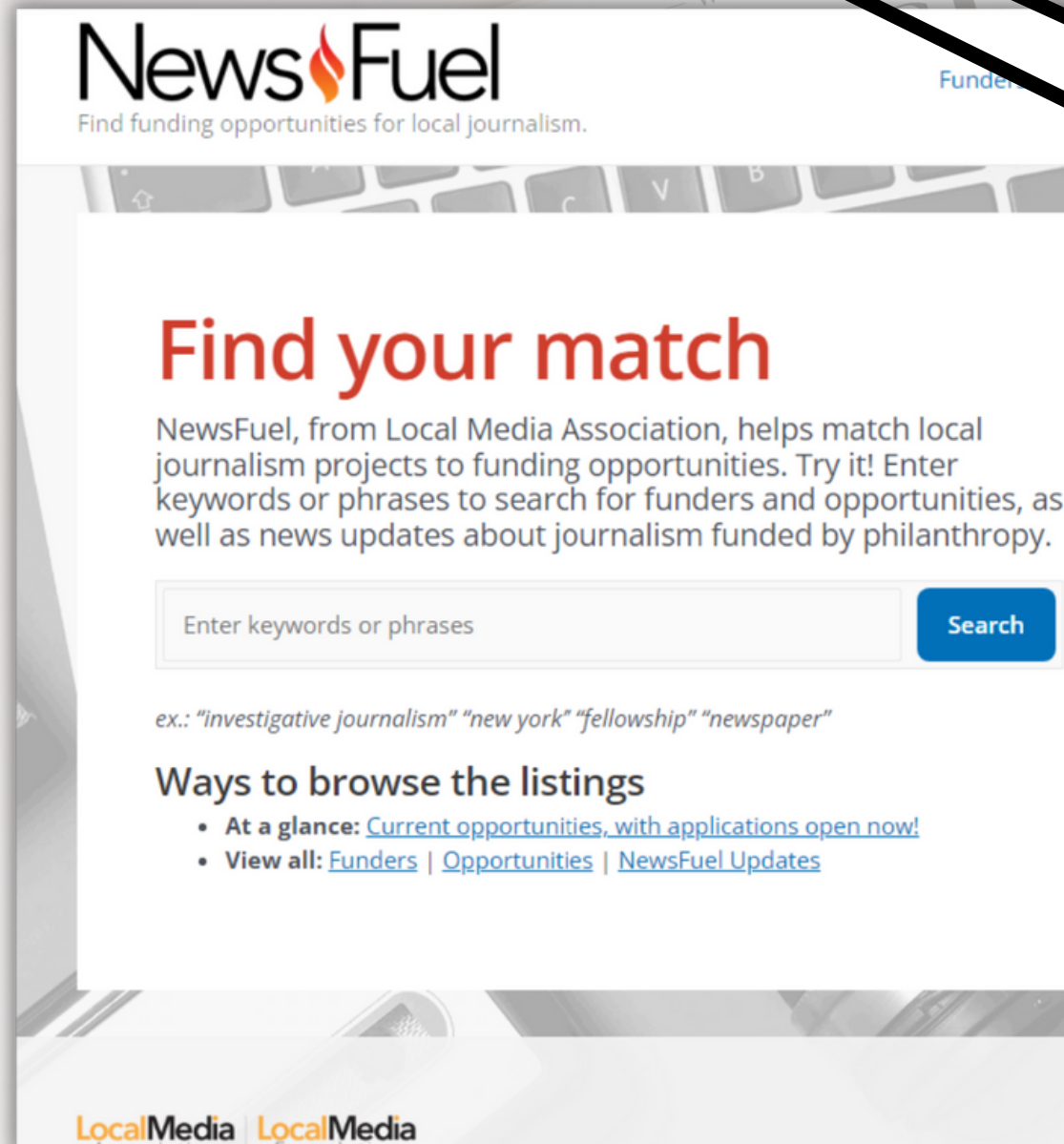
Donate

BLACKLIGHT

BEYOND THE BARREL OF THE GUN

Fundraising Approaches

- Crowdfunding
- Grants
- Foundations
Endowments



The Local Crowd: <https://thelocalcrowd.com/>
 LMA's News Fund: <https://localmedia.org/2022-local-news-fund-overview/>
 Givebutter: <https://givebutter.com/>
 NewsFuel: <https://newsfuel.org/>
 Lenfest: <https://www.lenfestinstitute.org/national-solutions-for-local-news/>

Events



Issue No. 25

Events at The Sentinel

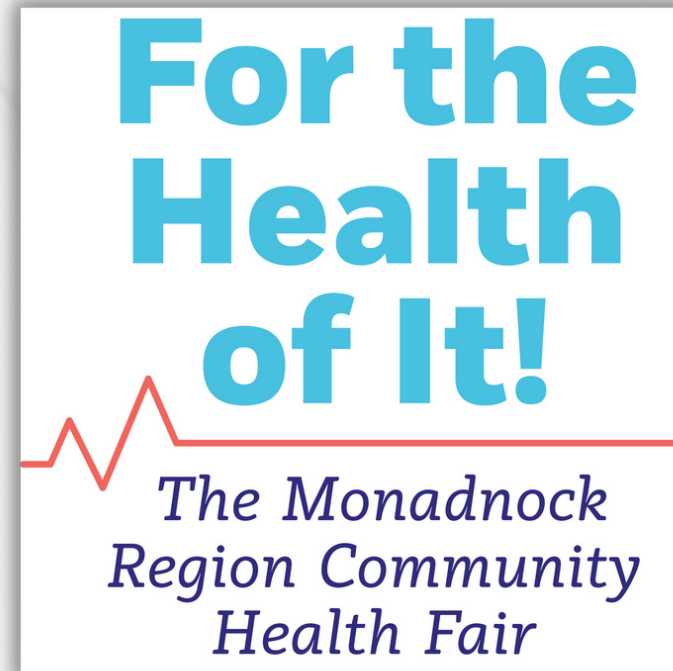
- Since 2014
- 10 events this year
- Three revenue streams:
 - Advertising in specialty publications
 - Ticket Sales
 - Sponsorships – many of these are recurring
- Benefits
 - Can be quite profitable
 - Community-building, inspirational
 - Special benefits for subscribers
 - Burnish the company brand
 - Reach new audiences; grow email database



Events at The Sentinel

- Key components
 - Contest engine – Second Street (Upland Software)
 - Email database
 - Social media promotion
 - Full range of publication's marketing channels
 - Events manager
 - Nonprofit beneficiary





Annual Summit
September 27-28, 2023
In Keene NH



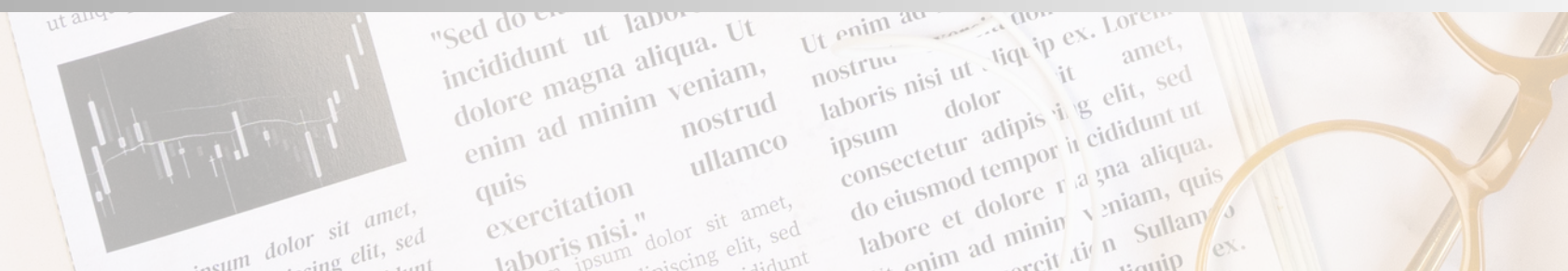
[Registration](#)

Scroll down for more info



Radically Rural

- Partnership with Hannah Grimes Center for Entrepreneurship
- Seven tracks
 - Community Journalism
 - Downtowns
 - Arts and Culture
 - Land Use
 - Clean Energy
 - Entrepreneurship
 - Health care



Radically Rural

- Three revenue streams:
 - Advertising in specialty publications
 - Ticket Sales
 - Sponsorships
- All revenue and expenses are split 50/50
- Profit has been variable and impacted by the pandemic



Promotions Revenue and Expenses							
	General Events	Business Events	Harvest Fest	Total	Expenses	Profit	Margin
2018	\$192,115	\$56,493	\$0	\$248,608	\$203,326	\$45,282	18%
2019	\$147,493	\$167,149	\$0	\$314,642	\$256,481	\$58,161	18%
2020	\$85,003	\$74,332	\$0	\$159,335	\$164,053	-\$4,718	-3%
2021	\$97,153	\$87,356	\$7,250	\$191,759	\$144,613	\$47,147	25%
2022	\$97,559	\$112,934	\$3,149	\$213,642	\$171,890	\$41,752	20%
Total	\$619,323	\$498,264	\$10,399	\$1,127,986	\$940,363	\$187,623	17%



Resources

Table Stakes – Poynter Institute

<https://www.poynter.org/shop/business-work/table-stakes-poynters-local-news-innovation-program-2023/>

Table Stakes – American Press Institute

<https://www.americanpressinstitute.org/publications/api-updates/api-continues-support-table-stakes-alumni-new-sprint-program/>

The Local Crowd:

<https://thelocalcrowd.com/>

LMA's News Fund:

<https://localmedia.org/2022-local-news-fund-overview/>

Givebutter:

<https://givebutter.com/>

NewsFuel:

<https://newsfuel.org/>

Lenfest:

<https://www.lenfestinstitute.org/national-solutions-for-local-news/>

Blue Engine Collaborative

<https://inn.org/news/shaking-the-trees-how-15-newsrooms-grew-sponsorship-revenue-by-250/>

Upland Software

<https://uplandsoftware.com/secondstreet/>

Thank you for listening!

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