

First party data that pays off

NYPA IgNYte | 4.24.2026
Saratoga Springs, NYC

Hi. 🖐️



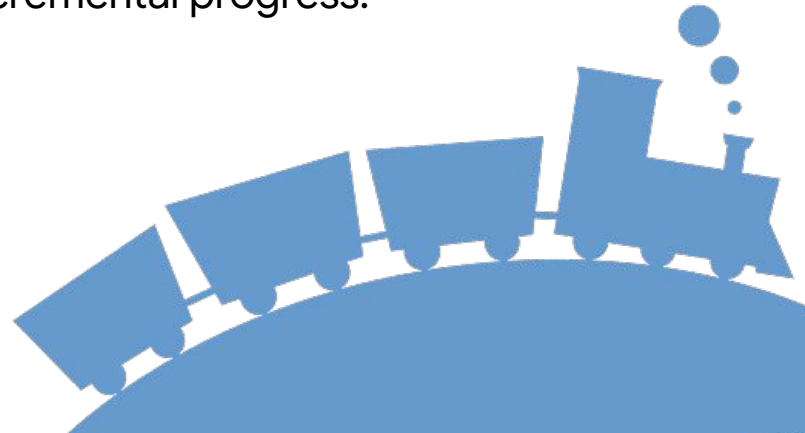
David Grant

General Manager,
Partnerships, Products &
Strategy

- **Local news investments** at **Facebook/Meta**, managing local media coaching programs on audience growth, reader revenue and sponsorship.
- **Business leadership** at **The Christian Science Monitor** where he led the business team including a major effort around driving subscriptions.
- **Journalism** as a Washington D.C.-based political reporter.

About Blue Engine

- Our team of mission-driven coaches **help courageous and ambitious media leaders crush their audience, revenue, and other business goals.**
- We've **coached 2,000+ organizations** of all sizes and business models.
- **We don't believe in silver bullets.** We help teams and individuals overcome challenges through hard work, discipline and incremental progress.



We deliver.



David@BlueEngineCollaborative.com



Every announcement goes here first!



Subscribe to The Boost 🚀 newsletter



The Lenfest Institute

The Lenfest Institute supports local journalism through our expertise on the "business" of news.

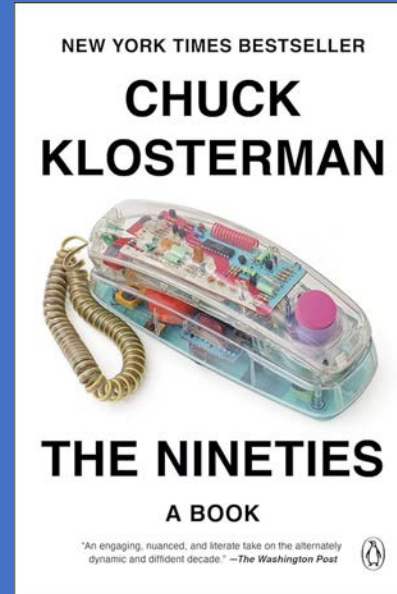
- Role is to guide news organizations toward innovations that strengthen their business.
- They do this by spotting trends early, translating them into practical strategies, and sharing proven solutions to achieve long-term stability and growth.

We operate programs, communities of practice, and make grants in support of sustainable local news businesses.



**Scan to join the Beyond Print
Community of Practice**

Do you
remember
the 90s?



What was the most watched TV show of the 90s?



All four regularly pulled 20 to 35 million viewers weekly.


Q: What was (usually) the next-most watched show?

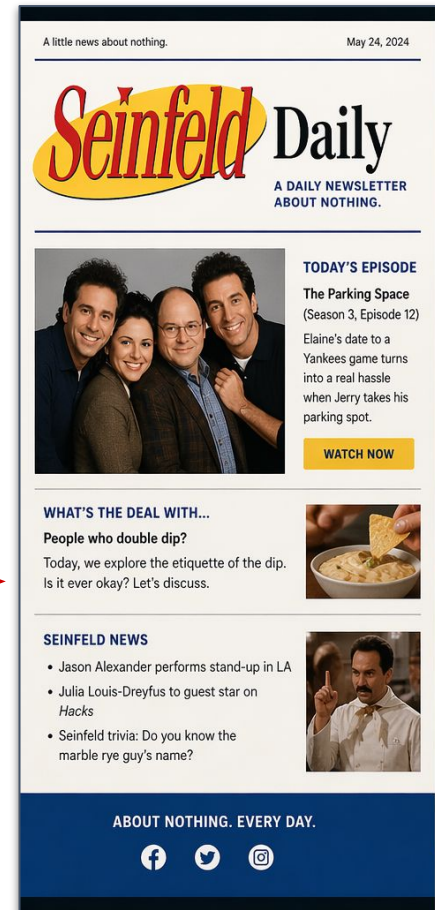


A: Whatever was *after* Seinfeld.

- **ER:** Initially aired after Seinfeld, and quickly became #1 at 30M+ viewers.
- **Suddenly Susan:** premiered to ~30M, then dropped sharply once moved.
- **Caroline in the City:** big early ratings (~20M+), faded over time.

Distribution is destiny.

- New shows got to “rent” Seinfeld’s audience. Some won, some faded.
- The power of the algorithm (then controlled by TV executives) is unbeatable.
- What would’ve happened if any of these shows collected audience data? 



Seinfeld Daily

A DAILY NEWSLETTER ABOUT NOTHING.



TODAY'S EPISODE

The Parking Space
(Season 3, Episode 12)

Elaine's date to a Yankees game turns into a real hassle when Jerry takes his parking spot.

[WATCH NOW](#)

WHAT'S THE DEAL WITH...

People who double dip?

Today, we explore the etiquette of the dip. Is it ever okay? Let's discuss.



SEINFELD NEWS

- Jason Alexander performs stand-up in LA
- Julia Louis-Dreyfus to guest star on *Hacks*
- Seinfeld trivia: Do you know the marble rye guy's name?



ABOUT NOTHING. EVERY DAY.



Seinfeld

CRUISE

A VOYAGE OF ABSOLUTELY NOTHING.



A 4-NIGHT VOYAGE OF NO SOUP FOR YOU!



CAST APPEARANCES



TRIVIA CONTESTS



COSTUME PARTY



AND MORE NOTHING!

DEPARTING FROM MIAMI

NOVEMBER 7-11, 2024

serenitynowcruises.com

Seinfeld

FOR COMMON SENSE

A SEINFELD POLITICAL ACTION COMMITTEE



NO SOUP FOR YOU



LOWER THE PRETZEL TAX



MORE SERENITY NOW

OUR PLATFORM

- ★ Reduce unnecessary government
- ★ Support small businesses (especially the little guy)
- ★ End double dipping
- ★ Make airports more pleasant for all
- ★ And other things that are common sense

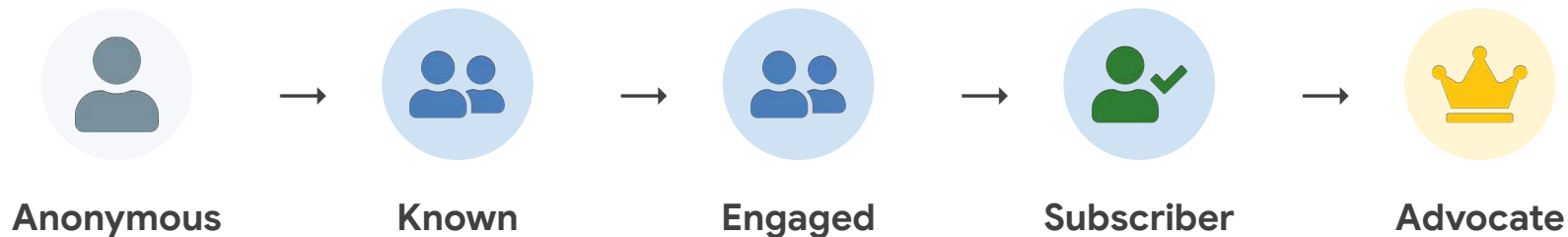
JOIN THE CAMPAIGN

seinfeldpac.com

PAID FOR BY SEINFELD FOR COMMON SENSE PAC

Why first party data? Options.

The reader journey, in plain English.



First-party data lives here.

*Get the **anonymous** → **known** arrow right and everything downstream gets much better, from your ad sales to your subscriptions.*



Email registration is the anchor.

If you do nothing else this year, grow your registered reader base.

25x

Newsletter subscribers
convert vs. anonymous
readers (Seattle Times)

#1

Newsletter signup is the top
predictor of willingness to
pay (Condé Nast)

2.5 -10%

of newsletter subscribers
convert to paid within 12
months

Sources: Seattle Times / Postup, Condé Nast (via Nieman Lab), Blue Engine accelerator benchmarks, USA Today.

Three steps to serenity now (data edition)

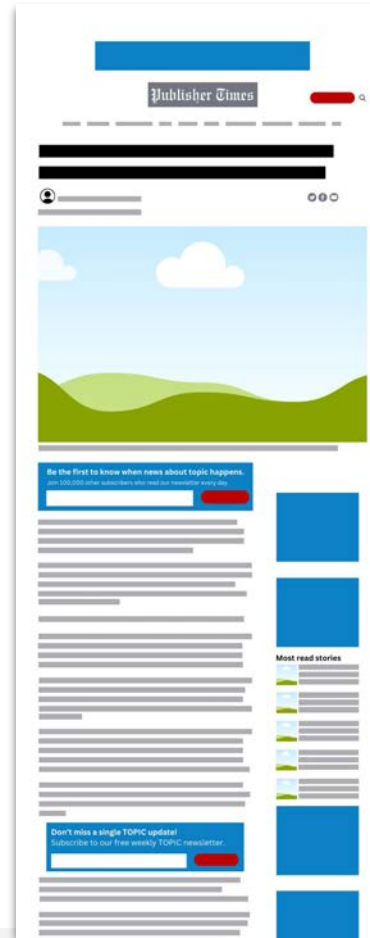
- **Email.** This is the clearest “identity” you can capture.
- **Surveys.** Low-fi-but-reliable way to acquire qualitative information.
- **Segmentation.** How you put identities, behavior and qualitative information together to take action.

How will you grow your email list?

- Fully leverage your on-site marketing capabilities
- Invest in paid channels intelligently growing
- Make it easy to find, sign up for your newsletters
- Make a compelling case for email's value to your audience

Make it easy to discover your newsletters

- Use all of your site's digital real estate
- Promote across products and audience channels
- Make smart recommendations based on audiences' behaviors and interests
- Use referral programs

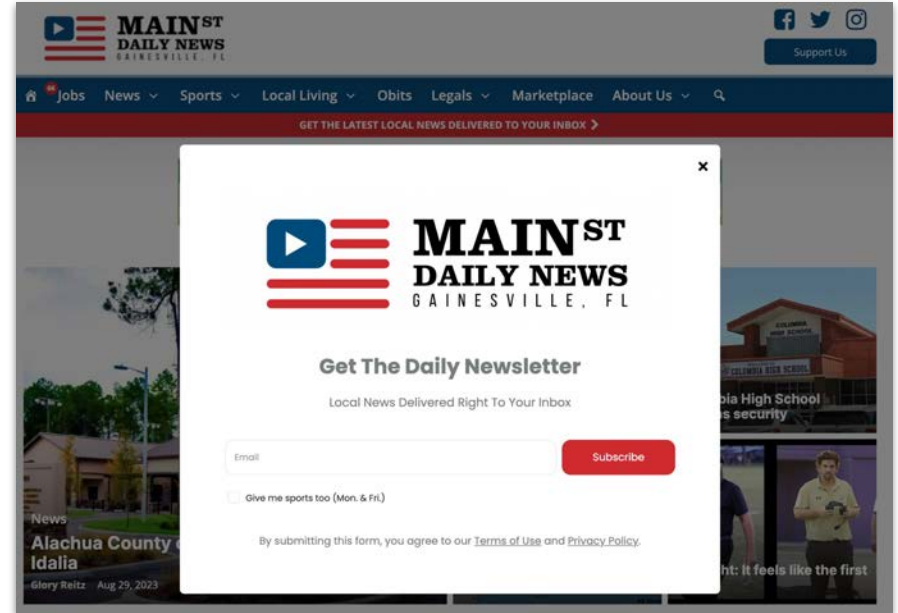


Make it easy to discover your newsletters



Tactics to try

- Create SEO-friendly signup pages
- Collect emails to register to read high-interest stories
- Test modal / widget / button variations: design, language, positions, frequency, timing, etc.

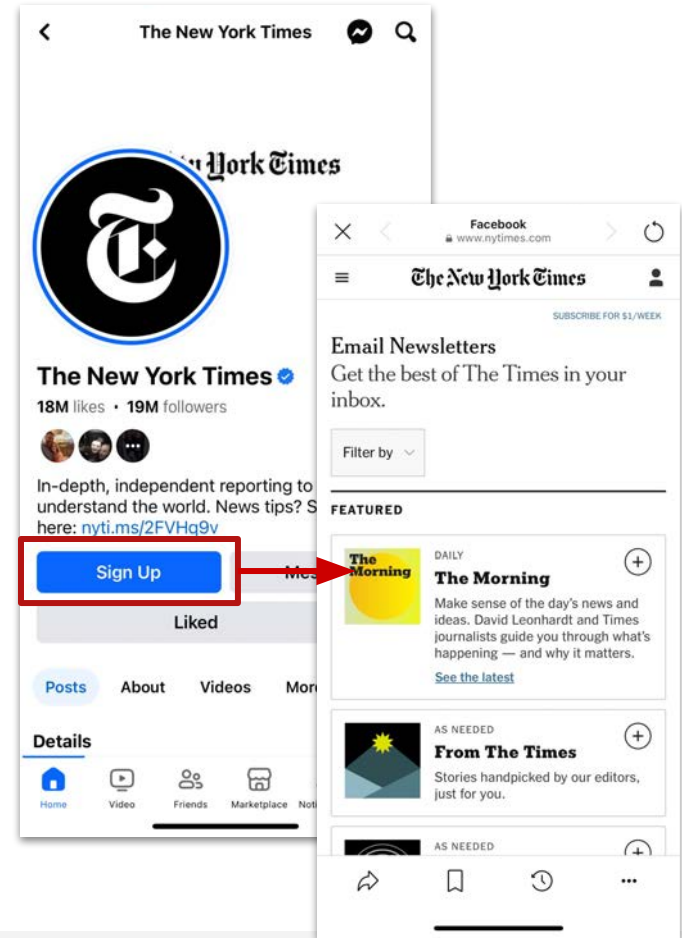


Funnel social media audiences



Tactics to try

- Post newsletter signup promos to feed/grid, Stories, etc.
- Use the 'link in bio' and other CTA positions to guide readers to newsletter landing page.
- Use Stories, Reels, or TikToks to show the making of your newsletter, teasing content to pique interest.
- Invite a newsletter editor or a featured interviewee to take over your social channels for a day, promoting the newsletter.



Invest in Meta paid ads



Tactics to try

- Instagram and Facebook ads that collect email addresses to sign up for your newsletters using a form in-app or sending them to a landing page

HC Houston Chronicle Sponsored · 🌐

A newsletter for the city you love: The 713. Read it in 5 minutes or less! 📧 📱 📧

FORM ON FACEBOOK
Sign up for The 713 newsletter [Sign up](#)

EN San Antonio Express-News Sponsored · 🌐

The Hill Country continues to bloom and grow. Don't miss the latest headlines.

HILL COUNTRY HEADLINES
Get top stories from this booming Central Texas region delivered to your inbox

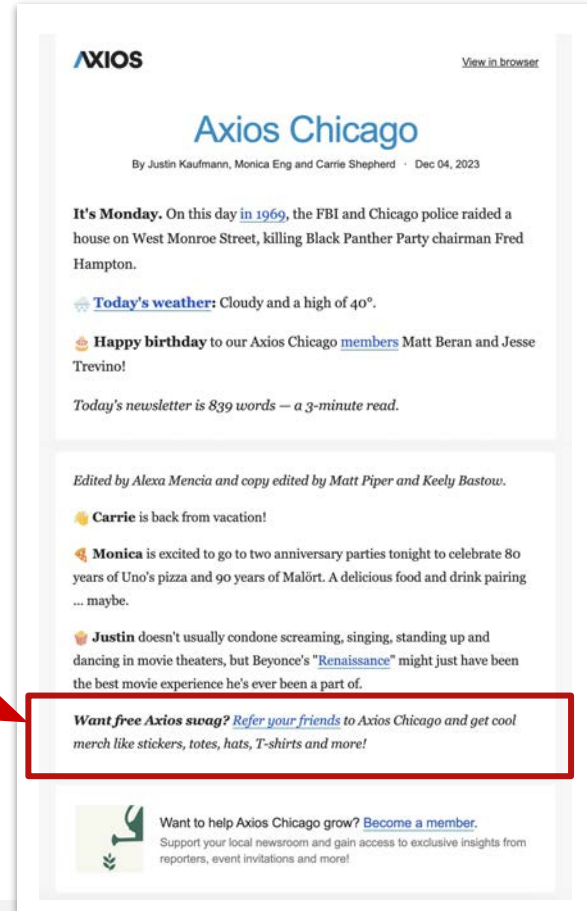
FORM ON FACEBOOK
The must-read stories you can't miss [Sign up](#)

Leverage other newsletters



Tactics to try

- Reserve copy space in other newsletters that promotes different topic newsletters, like encouraging politics readers to explore a local events newsletter.
- Use newsletter ad positions to promote your other offerings.
- Run a referral program rewarding current subscribers for getting others to sign up.
- Send dedicated, standalone email campaigns highlighting the unique value of other newsletters to current readers.



Maximize partnerships



Tactics to try

- Ask that publishing partners include a direct link to your newsletter landing page
- Partner with complementary newsletters for a feature swap, introducing your newsletter to each other's audiences.
- Engage in mutual social media campaigns where partners promote each other's newsletters through posts, stories, or live sessions.

PROPUBLICA Donate

Christopher Newport University's campus displaced a Black neighborhood in Newport News, Virginia. Christopher Tyree/VCIJ at WHRO

by Brandi Kellam
March 14, 6 a.m. EDT

REPLICATE

Co-published with [Virginia Center for Investigative Journalism at WHRO](#)

Uprooted: Virginia Universities Have Expanded by Dislodging Black Communities

Harness live interactions



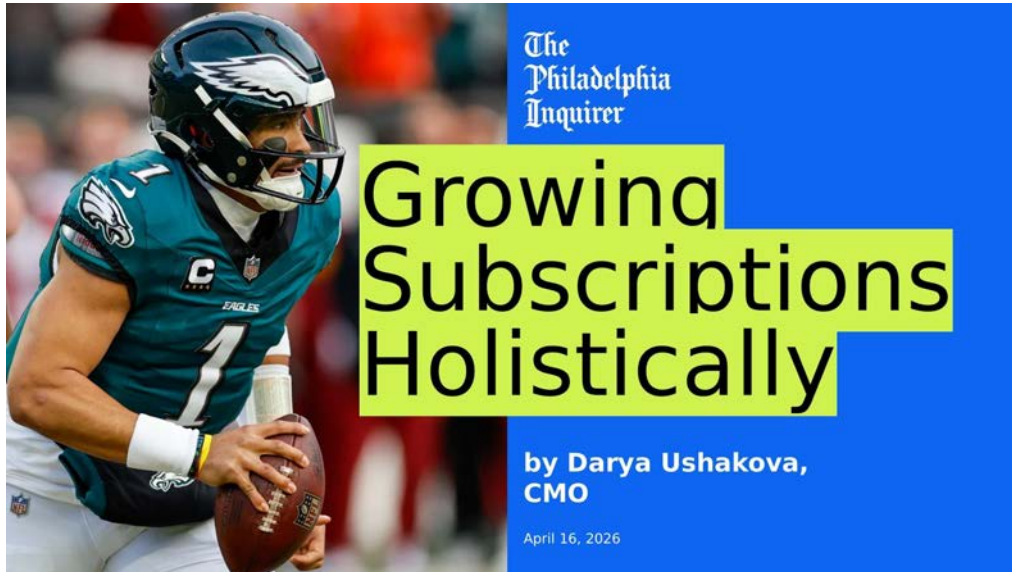
Tactics to try

- Set up a booth or a kiosk where attendees can learn more and sign up.
- Include QR codes on event programs, flyers, or badges that direct to a newsletter signup page.



Case study #1: The Philadelphia Inquirer

A 197-year-old paper. A holistic subscription strategy. 3x digital revenue growth since 2021.



Holistic = blending audience growth, smart acquisition, and strong retention.

2.5x

email database

(to 2.2M+)

3.5x

registered users

(to ~1.7M)

3x

digital sub revenue

(since 2021)

Slide from Philadelphia Inquirer CMO Darya Ushakova · via Lenfest Beyond Print workshop, Apr 2026.

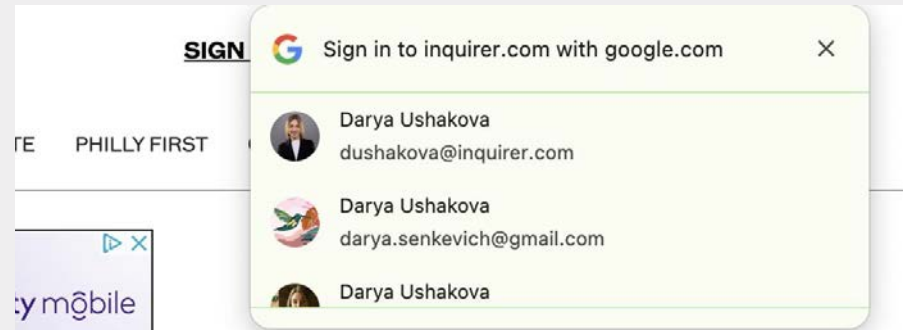
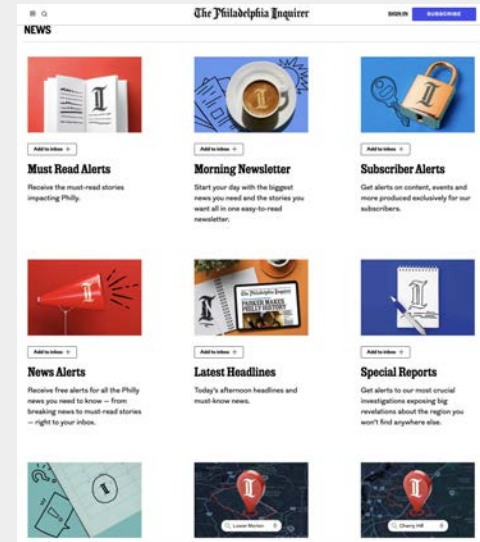
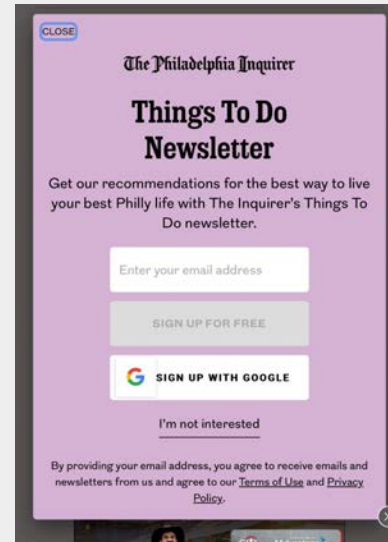
READER [RE]ENGAGEMENT

Newsletters

Since mid-2021, we've introduced five types of real-time alerts, hyper-local editions, and enhanced niche offerings. As a result, **our email database has grown 2.5x to 2.2M+ subscribers.**

Registrations

By leveraging Google One Tap, SSO, and various registration wall initiatives, we've increased our registered user base 3.5x, reaching approximately **1.7 million.**



Case study #2: La Presse's 3 doors to registration

Different readers respond to different invitations. La Presse tested three in parallel — across three platforms.



The Heart

LP+ (loyalty product)

Asked transparently. Published a note to readers explaining why they wanted the data and what they'd do with it.



The Brain

Mobile app

Locked advanced features behind login. Readers who wanted the feature registered.



The Gate

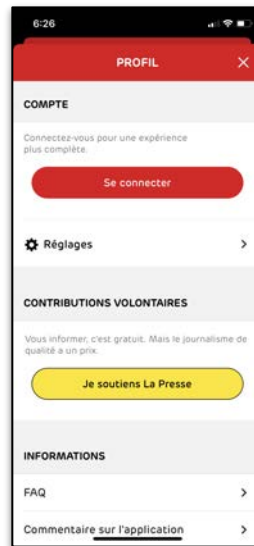
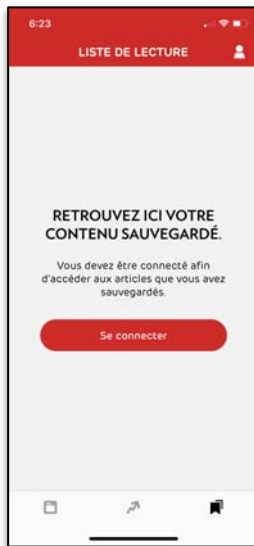
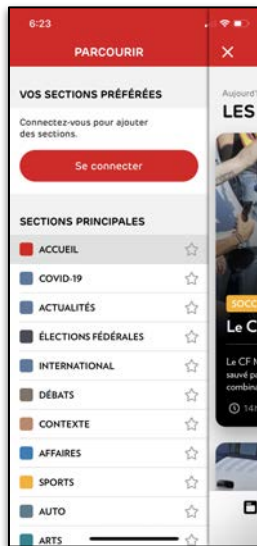
LP.ca website

Metered login wall. Classic reg-wall mechanics, tested against different article thresholds.

Result: **~70% of content** consumed behind login · **~\$10M+ P&L** contribution

The Brain — lock features, not content.

La Presse's mobile app restricted advanced features — section personalization, saved content, profile — behind login. Engaged users registered because they wanted the feature. Not because they hit a wall.

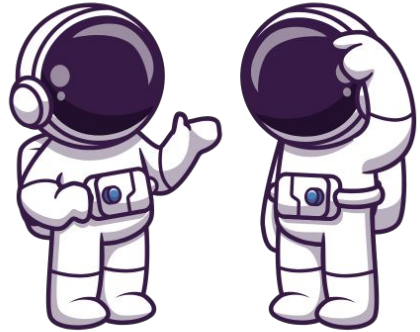


Source: La Presse, via Blue Engine's French Loyalty Accelerator.

Discussion

How are you growing your email list?

- What channels do you use today?
 - i. Onsite ad units, paid ads, partnerships, in-person events?
- What is the pace of your newsletter's list growth? How might you goose that growth?



Let's talk about surveys.



Smart surveys show what clicks can't.

Analytics tell you what people did. Surveys tell you why — and what they'd pay for next.

Three types of questions every local publisher can be asking right now:



What's the single most important issue in your community we're not covering well?

Feeds editorial strategy. Informs grant narratives.



What do you do for a living?

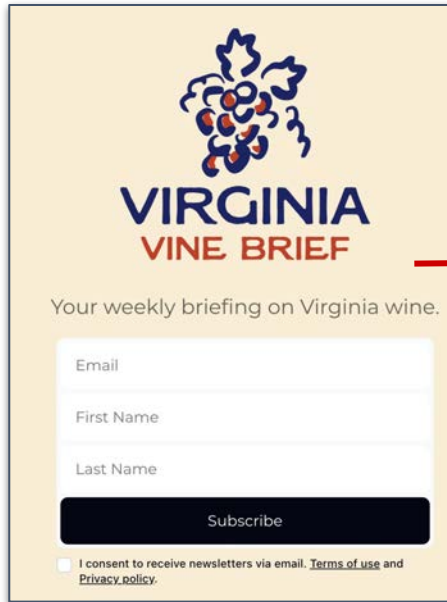
Sponsorship gold. Advertisers pay for known audiences.




How important is it to you to support local businesses?

Prove to your local advertisers that the people you reach want to buy from them.

Example #1: Virginia Vine Brief




**VIRGINIA
VINE BRIEF**

Your weekly briefing on Virginia wine.

Email

First Name

Last Name

Subscribe

I consent to receive newsletters via email. [Terms of use](#) and [Privacy policy](#).

Tell Us What You Love

Help us send you less of what you don't need and more of what you do. Whether you're a weekend wine trail explorer or a working vineyard professional, your answers shape every issue of the Virginia Vine Brief.

1. Where are you in your wine journey? (Select one)

- 🌱 Just getting started (I'm here to learn!)
- 🍷 Casual enthusiast (I know what I like)
- 🍷 Active explorer (Always trying something new)
- 📖 Serious hobbyist (I study this stuff)
- 🏆 Industry professional (This is my world)

2. What do you want from Virginia Vine Brief? (Select all that apply)

- 🍷 New releases & bottle drops
- 🍷 Events, tastings, and winery news
- 🍷 Deals, discounts, and special offers
- 🏆 Awards, ratings, and trends
- 🍷 News, interviews and insider knowledge
- 💡 Buying tips and cellar advice

3. How do you like to experience wine? (Select all that apply)*

- 🏠 Visiting wineries
- 🏠 Buying bottles to enjoy at home
- 🍷 Wine dinners or tastings
- 🍷 Cellaring / collecting
- 📖 Learning & reading about wine

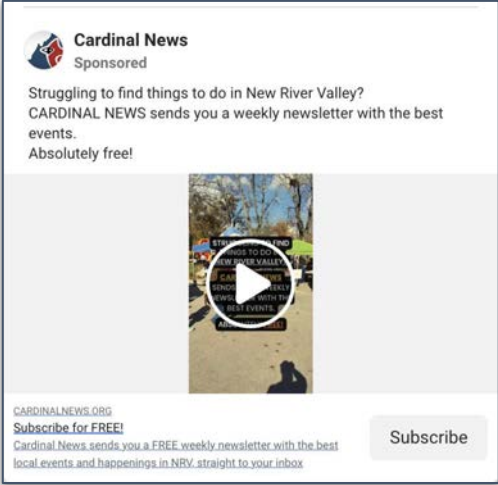
4. How often do you buy Virginia wine? (Select One)*

- 🍷 I haven't tried wine from Virginia
- 🌱 A few times a year
- 🍷 About once a month
- 🍷 A few times a month
- 📧 Weekly or more

Submit


Example #2:

Cardinal News



Cardinal News
Sponsored

Struggling to find things to do in New River Valley?
CARDINAL NEWS sends you a weekly newsletter with the best events.
Absolutely free!



CARDINALNEWS.ORG
Subscribe for FREE!
Cardinal News sends you a FREE weekly newsletter with the best local events and happenings in NRV, straight to your inbox

Subscribe

Meta ad



Want more New River Valley news?

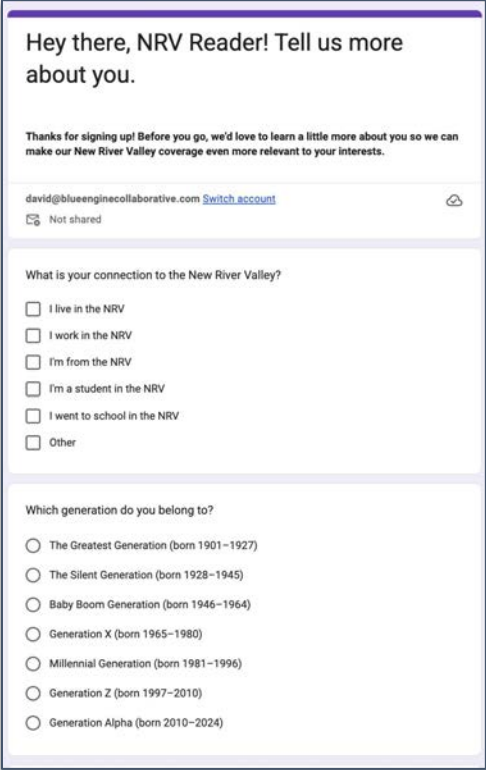
Stay up-to-date on the latest news and events in the New River Valley, delivered every Monday at noon.

Email*
Type your email

Zip Code (optional)

Submit

Landing page



Hey there, NRV Reader! Tell us more about you.

Thanks for signing up! Before you go, we'd love to learn a little more about you so we can make our New River Valley coverage even more relevant to your interests.

david@blueenginecollaborative.com [Switch account](#)

Not shared

What is your connection to the New River Valley?

- I live in the NRV
- I work in the NRV
- I'm from the NRV
- I'm a student in the NRV
- I went to school in the NRV
- Other

Which generation do you belong to?

- The Greatest Generation (born 1901–1927)
- The Silent Generation (born 1928–1945)
- Baby Boom Generation (born 1946–1964)
- Generation X (born 1965–1980)
- Millennial Generation (born 1981–1996)
- Generation Z (born 1997–2010)
- Generation Alpha (born 2010–2024)

Survey

What should I ask?



Inbox Collective recommends...

- *Something numeric*
 - “Rate this 1-10”
- *Something about your value*
 - “What does this newsletter do for you?
Why do you make time for it?”
- *Something open-ended*
 - Give readers the chance to share feedback in their own words.

Inbox Collective

Together, let's make better newsletters.

😊 If you could change one thing about Trends.vc, what would it be? •

Submit →



Segmentation.

Now we bring behavior, qualitative analysis and business goals together into actionable groups of people.

The minimum viable stack:



GA4, instrumented properly

Loyalty events at 3+, 5+, 10+ stories · scroll depth · referral source by category



ESP engagement segmentation

Tag readers: none / low / medium / high · split by acquisition channel (owned vs. paid)



Simple dashboard(s)

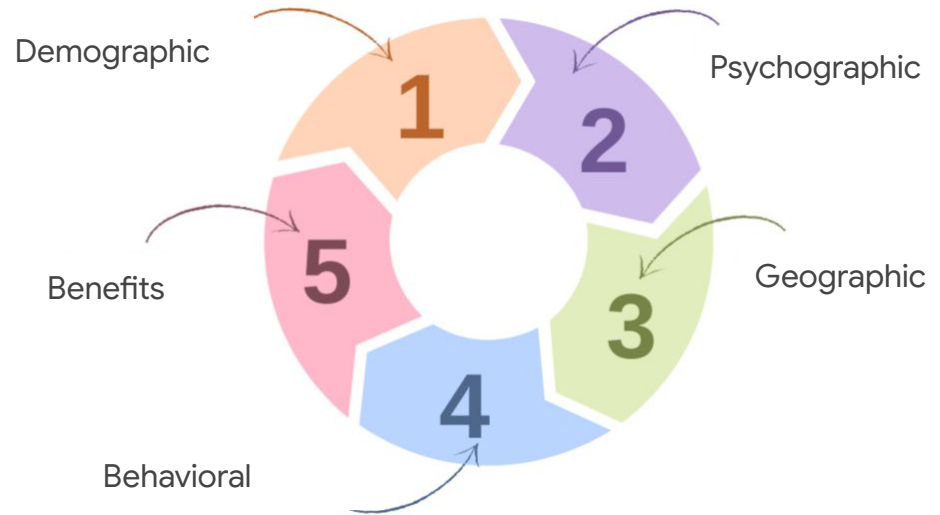
Engagement by segment, including path to paid conversion.

Importance of segmentation

Audience segmentation is a **fundamental strategy** for both content production, product development, and monetization.

WHAT IT IS:

Finding shared characteristics and interests among your audience so you can tell their story to sponsors, build better products and sell them subscriptions.



Types of segmentation

Demographic: Personal and objective characteristics of users

Criteria: Age, gender, income, education level, marital status

Application: Products designed for early-career professionals

Psychographic: Behavioral and psychological aspects, such as values and interests

Criteria: Personality, hobbies, attitudes

Application: Content focused on themes like sustainability, health, etc

Geographic: Division based on the location of the audience

Criteria: Country, state, city, climate

Application: Products specific to residents of a certain locality

Types of segmentation

Behavioral: Segments based on how users interact

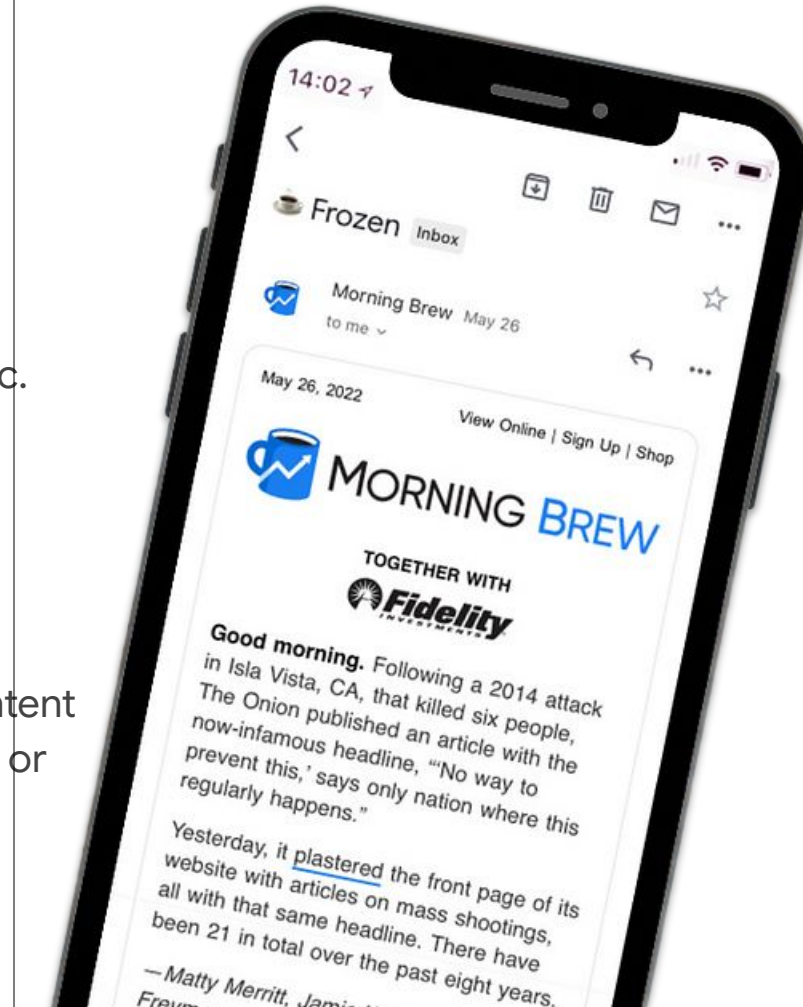
Criteria: Frequency of use, loyalty, promotions, etc.

Application: different subscriptions for frequent readers, promotional campaigns to engage new readers

Benefits: Focuses on the benefits users seek

Criteria: Quick access, time savings, in-depth content

Application: Products that offer quick summaries or deeper analysis for specialized audiences

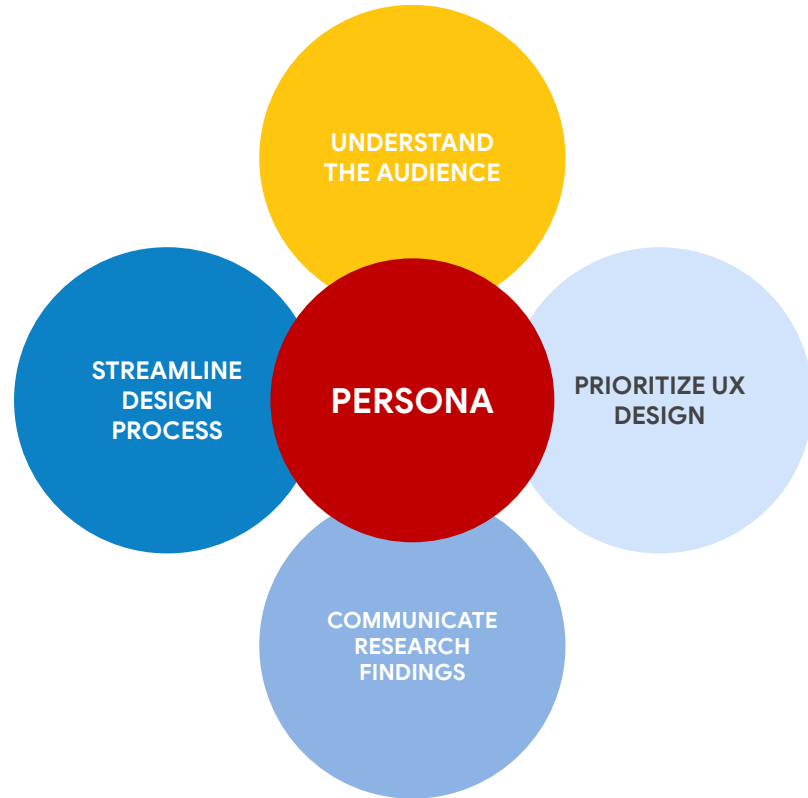


What does a **User Persona** represent?

A persona clarifies a target audience and helps teams design products and strategies for them.

It answers questions like:

- Who is my ideal user?
- What are their goals and needs?
- What behaviors or habits do they have today?
- What challenges or pain points do they face?



Tyler Morning: Using data to build a persona

Zip Codes	75701	75702	75703	75707	75709
Population	34748	27451	45755	17551	6362
Median Age	36.5	31.4	38.9	38.6	41.3
Median Income	\$52,400	\$42,655	\$68,863	\$69,307	\$64,096
Households by Income	\$0-\$35k	\$0-\$35k	\$100k+	\$100k+	\$35k-\$75k
	\$35k-\$75k	\$35k-\$75k	\$35k-\$75k	\$35k-\$75k	\$0-\$35k
	\$75k-100k	\$75k-100k	\$75k-100k	\$0-\$35k	\$100k+
	\$100k+	\$100k+	\$0-\$35k	\$75k-100k	\$75k-100k
Household Composition	1/2 are Other, No Children or Married, No Children	1/2 are Other, No Children or Married, No Children	3/4 are Other, No Children or Married, No Children	3/4 are Other, No Children or Married, No Children	3/4 are Other, No Children or Married, No Children
Population by age (rank)	25-44	25-44	45-54	65+	0-14
	12	14	12	12	12
Race & Ethnicity	34% Non Hispanic	1/2 Black	1/4 Black	1/4 Black	1/4 Other
	18	2	2	2	2

Lifestyle Groups	Summary	Lifestyle & Media Traits	Demographic Traits	PSGM
1/4 Married, No Children	1/4 Married, No Children	1/4 Married	1/4 Married	1/4 Married
1/4 Married, w/ Children and other, w/children	1/4 Married, w/ Children and other, w/children	1/4 Married	1/4 Married	1/4 Married
1/2 of households: 1-2 people per household	1/2 of households: 1-2 people per household	1/2 of households: 1-2 people per household	1/2 of households: 1-2 people per household	1/2 of households: 1-2 people per household
1/3 of households: 3+ people	1/3 of households: 3+ people	1/3 of households: 3+ people	1/3 of households: 3+ people	1/3 of households: 3+ people
25-44	25-44	25-44	25-44	25-44
45-54	45-54	45-54	45-54	45-54
65+	65+	65+	65+	65+
0-14	0-14	0-14	0-14	0-14
12	12	12	12	12
34% Non Hispanic	34% Non Hispanic	34% Non Hispanic	34% Non Hispanic	34% Non Hispanic
1/2 Black	1/2 Black	1/2 Black	1/2 Black	1/2 Black
1/4 Black	1/4 Black	1/4 Black	1/4 Black	1/4 Black
1/4 Other	1/4 Other	1/4 Other	1/4 Other	1/4 Other
18	18	18	18	18



Leah Mesa

Background & Demographics

Age: 35
 Location: Tyler, Texas
 Gender: Female
 Education: College Graduate
 Profession: Office Manager
 Location: At Home Healthcare
 Lifestyle: Family Oriented, conversive

Tech



Goals/Metrics & Motivations

- Close to buying first home
- Raising kids in safe area
- Career growth
- Teaching her kids traditional family values, holding doors, please & thank you
- Saving for Retirement

Personality Traits

- Embraces day-to-day life
- Family focused
- Enjoy all types of team sports and outdoor activities
- Goes to a local coffee shop regularly
- Listens to country music
- Owens an American made car
- Likes to dine out occasionally
- Attends Church regularly

Challenges

- Growing in career while raising kids. Started family later in life.
- Maintaining work life balance
- Building friendships with other family focused working moms.
- Worries about keeping her family safe.

inewssource: Audience personas

The Environmental Advocate

Warrior



“We must prioritize our communities’ health.”

David

55 years old, Bonita

- A passionate resident deeply concerned about local environmental issues and sustainability. They are proactive in advocating for green initiatives and holding polluters accountable.
- Believes in scientific solutions and collective responsibility for environmental protection.
- Married, one college-aged child.

The Engaged Parent

Caregiver



“I’m focused on news that’s relevant to my family.”

Maria

42 years old, Mira Mesa

- A busy professional balancing career and family, deeply concerned about the quality of life and opportunities for their children
- Married with two school-aged children (8 and 12 years old)
- Time-constrained, information overload from too many sources. Worries about misinformation impacting her family’s well-being.

The Neighborhood Philanthropists

Roots



“Journalists should prioritize speaking truth to power.”

Mike & Sharon

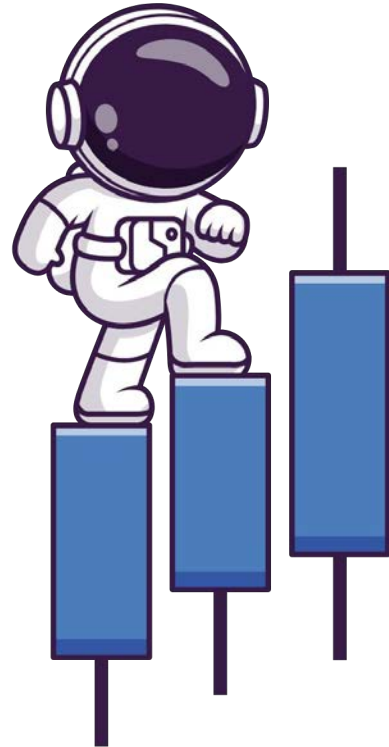
66 & 64 years old, La Jolla

- A long-married couple deeply invested in local institutions—parks, veterans’ groups, and historical preservation. Retired but still active.
- Feel overlooked by tech-driven media trends; prefer clarity and stability.
- Civic-minded, principled, nostalgic but engaged in modern issues. Value service and tradition.

Step by Step | User Persona

#1: Collect real data

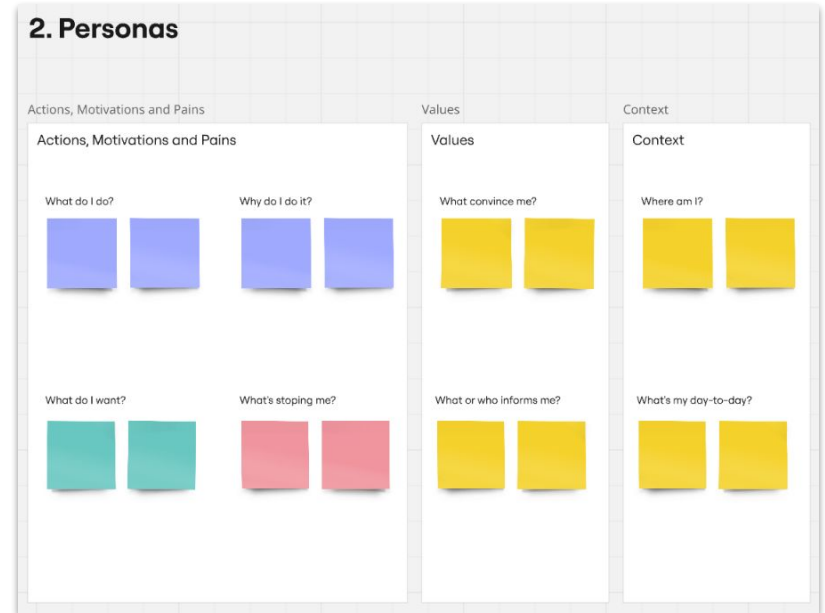
- **Data sources:**
 - Analytics (Google Analytics, social media)
 - Interviews with users
 - Customer service feedback
 - Market research
- **Example:** Interview 5-10 users to understand their routines, preferences, pain points, and goals.



Step by Step | User Persona

#2: Identify patterns

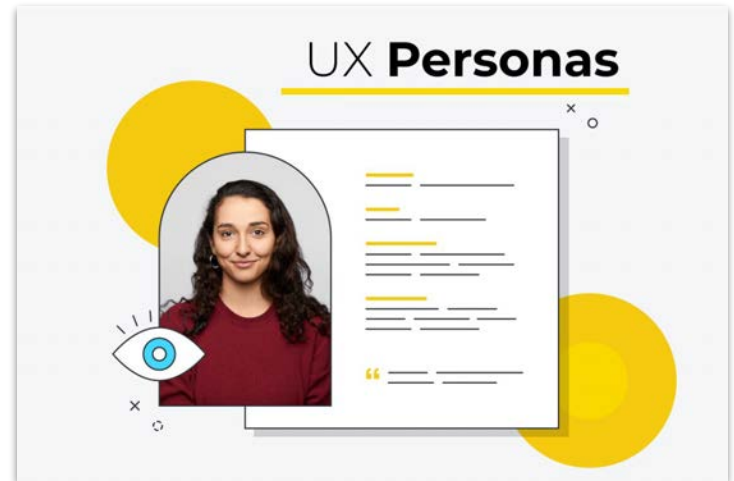
- **Organize the data:**
 - Group insights into themes: common behaviors, motivations, and challenges
 - Use research or analytics tools to support your analysis
- **Example:** Interviews revealed that many users prefer to read news via email early in the morning.



Step by Step | User Persona

#3: Create the persona profile

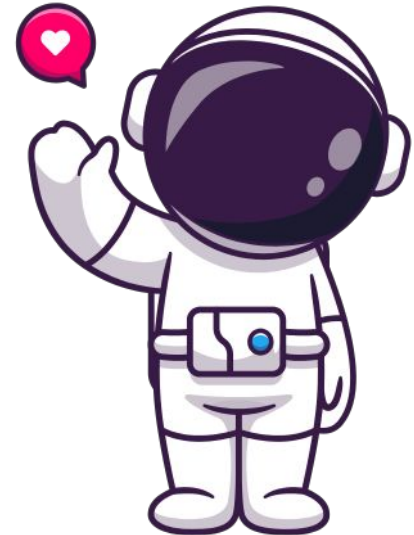
- **Basic elements:**
 - Fictitious name, age, profession
 - Goals, needs, habits, and pain points
- **Example:**
 - *Name: Anna Silva, 34*
 - *Profession: Architect*
 - *Goal: Stay informed about digital trends*
 - *Pain points: Lack of time, information overload*



Step by Step | User Persona

#4: Validate the person

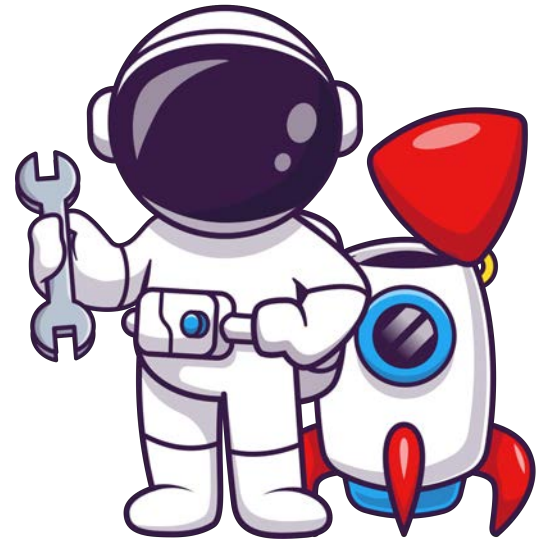
- **Share with the team:**
 - Make sure the persona reflects real user insights
 - Adjust it as needed based on feedback
- **Example:** Show the persona to designers, developers, and other teams to confirm it helps guide product decisions.



Step by Step | User Persona

#5: Apply the persona to your product

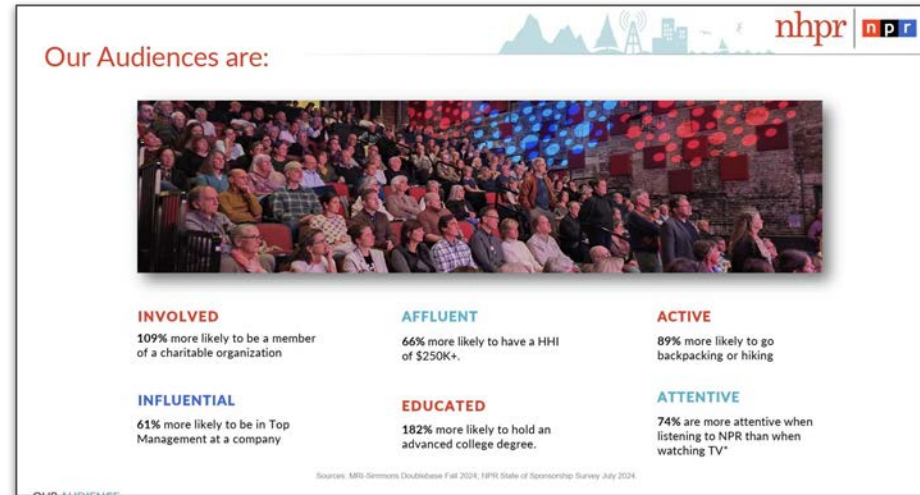
- **How to use it:**
 - Guide the design of interfaces and content
 - Develop features based on user needs
 - Personalize marketing campaigns
- **Example:** Use the persona to create segmented newsletters with content tailored for each profile.



Step by Step | User Persona

#6: Put them to work in sponsorship sales

- Maximize product control and revenue generation
- It contributes to more practical – and more predictable – revenue
- Sponsorship opportunities are directly connected to editorial missions



How do personas connect to sponsorship?

- **Pipeline.**
 - Tell a distinct audience story that open the door with new prospects.
- **Products.**
 - Build custom packages based on where your audiences interact.
- **Process.** Helps anchor a solutions-based sales process

TEXAS PUBLIC SCHOOLS EXPLORER

The data tells a story about every Texas public school

Presented by **RAISE**
YOUR HAND TEXAS

Texas is home to the second-largest public school system in the U.S., educating more than 5.5 million students across 9,113 schools within 1,202 districts. The Texas Tribune's Public Schools Explorer gives you information on enrollment trends, demographics, teacher experience, pay and outcomes for all of those schools, at both the district and the campus level.

The Texas Tribune, a nonprofit, nonpartisan news organization whose mission is to pursue the truth so Texans can shape our future, built this tool to help you see the fuller picture of how your school really works.

Search for a specific district or school, or **view all districts**


SAMPLE DISTRICTS AND SCHOOLS:

Dallas ISD Corpus Christi ISD Chavez High School Amarillo High School

The explorer has information on every public school in the state. Our database includes:

SCHOOL DISTRICTS	SCHOOLS	STUDENTS REPRESENTED
1,202 Independent school districts and charter operators	9,113 ISD and charter campuses	5.5M Students enrolled in and counted on our site

Sponsorship examples: newsletters

THE CITY SCOOP 

Friday, March 27, 2026

Today's SCOOP is brought to you by our members and JPMorganChase

Dear New Yorkers,

Mayor Zohran Mamdani promised to freeze the rent on nearly a million regulated apartments as a signature part of his campaign. But his rent-freeze promise rests on the votes of the [nine members of the Independent Rent Guidelines Board](#).

He appointed five new members of that board and reappointed one more, giving him a majority of picks.

Their votes, by law, must be informed by the cost of living and conditions of the real estate industry. And New Yorkers got a first look at those factors on Thursday.

What's the upshot? [Income for landlords went up 6%](#).

Weather ☁️

Rain showers mainly before 11 a.m. with the temperature falling to around 48 by 5 p.m.

MTA 🚇

We noticed you're not an LAist member. Help keep public media and local reporting strong during this uncertain time. [BECOME A MEMBER](#)

LA **IST** VIEW ONLINE

From time to time, we send you messages such as this one from our underwriting partners. Our newsroom is not involved in their creation or messaging. These occasional messages help to support our

This message is from

WOM



Credit: Word of Mouth

Hey LA 📍


Who actually posts restaurant reviews? Not many — and that's OK.

Most of us just want a great meal without overthinking it...yet we still bounce between Yelp, Google, TikTok and end up asking, "What do you recommend?"

WOM flips that. Snap your delivery or dine-in receipt, rate what you ordered in seconds and build your real taste profile — so you can actually find dishes you'll love.

And here's the kicker: every receipt you upload has a chance to get your meal paid for — plus free dinners and exclusive experiences around LA.

QKED




NATURE UNSEEN
WITH DEEP LOOK

Explore tiny wildlife wonders up close.

[DEEP LOOK VIDEO](#)

How Most Mammals Moved on to Live Birth



Most insects, fish, amphibians, reptiles, birds and even a few mammals lay eggs to reproduce. So what about us? Why did our ancestors ditch the shell and start growing babies inside their bodies instead?

Paleontologists think that about 320 million years ago, a group of reptiles split off and became our earliest mammal ancestors that laid eggs. But later, some mammals evolved to feed their developing offspring as they were nestled safely inside them. Instead of getting all their nutrients from the egg, placental mammals get around-the-clock warmth and nutrition provided directly by their mom.

[Watch Now](#)

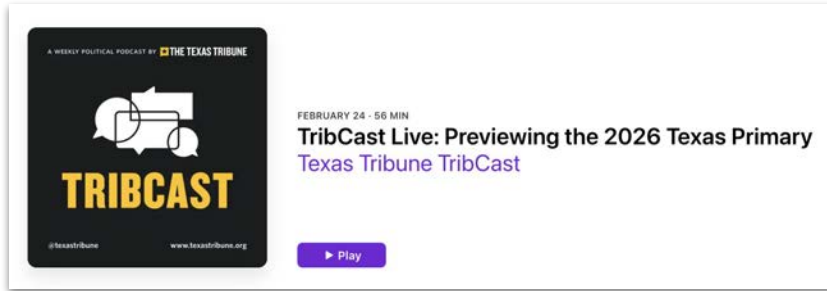
OVERCOMING BIAS HABITS
AN ACTION-ORIENTED, SCIENTIFICALLY TESTED GUIDE TO CONFRONTING AND OVERCOMING BIAS.

SPONSORED BY
University of California Press

In **Overcoming Bias Habits**, scientist-practitioner William T. L. Cox shares his empirically-backed approach to confronting bias that not only works — it also centers joy. Learn simple tools to retrain your mind and be a positive force for change in your life, organization, or community.

For more information visit [ucpress.edu](#).

Sponsorship examples: podcasts



The Texas Tribune is grateful for the support of our sponsors. Presenting sponsor for this TribCast Live event is Builders. Major sponsors for the program are Texas Matters and Raise Your Hand Texas. Please note that while sponsorship provides critical support for the Tribune, sponsors play no role in programming or the line of questioning for Tribune events.

The 2026 Texas primary elections mark a pivotal moment in a state where many races are effectively decided long before Election Day. There are more than 18 statewide elected officials up for election, along with Texas' members of Congress, state legislators, district-based judges and local elected officials.

Leading up to March 3rd's primary election, join TribCast hosts Matthew Watkins and Eleanor Klibanoff, along with a panel of experts, for a discussion of where the state's most consequential races stand and what their outcomes could mean for Texas.

Personalized Ads: hosts read ads that are integrated into the episode's content

Segmentation: brands choose podcasts with target audiences aligned with their consumer base




Long-Term Campaigns: sponsors sign contracts to support multiple seasons or episodes

Case study #1: Advocate Media

Known-audience data turned a local food creator into a \$20K-per-issue sponsorship product.

Robert Young, Advocate Media

Creator content is a low investment way to gain audience



162,000 Views

cuisine.couture cuisine.couture

Follow Message

334 Following 9889 Followers 240.6K Likes

Food • Fashion • Lifestyle
BATON ROUGE
cuisine.couture.br@gmail.com

cuisine.couture.br

234 posts 10.1K followers 607 following

Food • Fashion • Fitness • Lifestyle
BATON ROUGE, LA
cuisine.couture.br@gmail.com

THE LINNERT INSTITUTE

What Advocate sells.

\$20,000

per special-section issue

\$1,950

Launchpad entry (25K views + TikTok)

\$2,500–5,500

co-branded segments (3-mo min)

Source: Robert Young, Advocate Media. Via Beyond Print Digital Sponsorship Workshop • Feb 2026.

Case study #2: The Salt Lake Tribune

Known audience in-app + simple takeover product = sold out in January, doubled app-ad revenue.

Product example: Selling our app

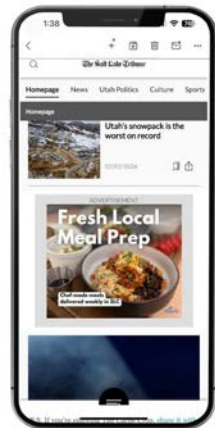
We saw that our app was selling at a low rate, frequently unfilled or filled with low quality advertisers.

We also knew it was our most local audience and majority subscribers (unlocking more nuanced audience information).

We created a simple takeover product:

- Begins at \$250 for 25% SOV over 3 days.
- Only two ad sizes required

It has become one of our most popular starter products, selling out in January and helping us double the usual revenue from that product.



The Salt Lake Tribune

The product.

\$250

for 25% SOV over 3 days

Only two ad sizes required.

Why it works.

App audience = their most local, highest-subscriber cohort. That's what sponsors pay for.

Source: The Salt Lake Tribune. Via Beyond Print Digital Sponsorship Workshop · Feb 2026.

The same registered, surveyed,
engaged reader is simultaneously...

... your best subscription prospect

and

why your sponsor is paying a premium.

So what are you going to do on Monday?

Test #1



Add one email-capture unit.

Drop a contextual newsletter signup into your highest-traffic article template. Measure conversion and downstream behavior for 30 days.

Test #2



Build your 5-question survey.

Send it to your top newsletter engagement tier and add it to the confirmation screen of your email signup.

Test #3



Talk to your sales team about what segments they need the most.

How can we gather this information to better equip them to succeed?



Free resources from The Lenfest Institute

Don't leave without these.

Beyond Print Diagnostic

Free online assessment. ~20 minutes. Tells you where you sit vs. industry benchmarks on the path from print to digital.

[lenfestinstitute.org · /solutions-resources/beyond-print-diagnostic](https://lenfestinstitute.org/solutions-resources/beyond-print-diagnostic)

Beyond Print Toolkit

Lenfest + American Press Institute + FT Strategies. Full playbooks on communications, digital products, revenue transitions, events, print operations.

[lenfestinstitute.org · /solutions-resources/beyond-print-toolkit](https://lenfestinstitute.org/solutions-resources/beyond-print-toolkit)

Beyond Print Grants

Up to \$50K per organization. Independent local newspapers. Apply with a specific hypothesis and a committed executive sponsor.

Next round opens per Lenfest's announcement cadence — check site.