Subtext

Insider access, insightful conversations
These are the current prioritized Platforms

69%  37%  22%  20%

(percentage of US adults on these platforms)

Source: Pew Research Center, 2019
Meet your audience where they’re at: Texting

90+% Open rate

98+% Text

85% Report 1 hour response time

Sources: Pew Research Center, 2015
State of Texting 2019, ZipWhip
Unlike social: Real connections are made via text

Privacy
aka no trolls

Immediacy
aka no app needed

Relevancy
aka no algorithms

Algorithms, social clutter and trolls make it impossible to create an intimate connection with your biggest supporters
Retention (Loyalty) Model
Supplements existing subscription plans to build value and reduce churn

Subscription (Revenue) Model
Creates new consumer revenue streams

Engagement (Community) Model
Forges deeper relationships with existing supporters
Buzzfeed News - How to Plague

How To Plague: Advice On Laid-Off Friends, Gift Cards, And Disinfectant Wipes

Today: How to let your friends without jobs know you want to give them money, as well as questions about redeeming gift cards and antiseptic wipes.

Katie Notopoulos
BuzzFeed News Reporter

If I go on a walk outdoors and I’m never closer than 6ft from anyone, do I have to wear a mask? Rules say no, but is that bad etiquette?
—Julia, California

Is it bad etiquette to not actively wear a mask while walking the dog?? When I walk my dog, I keep my mask around my neck, and if I see people I'll quickly put it on or cross the street/stay 6ft away. But keeping it on as I stroll down the block alone feels insane and also extremely claustraphobic or makes it hard to communicate with my dog.
—Alana, Brooklyn, New York

The most common question was some version of “Do I need to wear a mask outside if I’m not near people?” There are two parts to this answer.
"I had no idea what to expect when I created the Subtext account four months ago, but I lucked into something special with it. The text exchange is far-and-away the most effective way of talking with readers that I've experienced in my 40 years in journalism.

Our community has been grateful for this easy-to-use system during a national emergency. We're getting them important news in a convenient way, and we're able to answer their q's - that's something our app can't do. It's been a game-changer in how we serve our audience when they need us most."

Another testing issue. My husband who's in several risk categories tried at Banner to get test. Was told out of tests. Make appt. Made appt for today. Just called. Out of tests today too. Well-that's 1 way to "slow down the testing"!!!

Yeah we've heard this, and just published a story about it. One thing I might try is to pre-register for one of the blitz sites: https://azdhs.gov/preparedness/epidemiology-disease-control/infectious-disease-epidemiology/index.php#novel-coronavirus-testing
The Election Playbook

Good morning. It's Joe Eskenazi.

It's election season, and that means it's time for aspiring elected officials to come down on both sides of an issue - if not more.

Take District 4 supervisor candidate Jessica Ho. She recently told the Chronicle she was against homeless measure Prop. C. She was, apparently, on the fence prior to Mayor Breed, Senator Wiener, and Assemblyman Chiu coming out against it.

But here's some video of her clearly saying she supported it from the Democratic County Central Committee endorsement interviews on Aug. 18. That comes at around the 1:05:45 mark: https://www.facebook.com/SFDemocrats/videos/29565330

Earlier this week we also reported that summer camp is on! Here's what you need to know about where, when and how to register: https://tinyurl.com/ycojdkeq

FYI, today is the last day to register to vote by mail. You can find the details here: https://tinyurl.com/ycojdkeq.
Also, if you haven't already, please tell us what you want us to ask local officials!

You've already helped us more than I can say, but large projects like this one are expensive and time consuming to put together. Only a small number of our readers are paying members, and they make reporting like this free for everyone. If you can, please consider joining those readers and becoming a member to support work like this: https://tinyurl.com/ycb3klb3

Just text back if you have any questions, and I'm happy to answer them!

The guide is here!

We asked you to tell us what you cared about this election cycle, and your questions, concerns, and insights dictated the questions we asked candidates for local office this year. Thank you so much for participating in this project; you made the final result better not just for yourselves, but for everyone who reads it.

We hope it helps you make an informed decision when you vote: https://tinyurl.com/ya92pu4g

As a reminder, if you did not request a mail-in ballot by the deadline, vote centers are open through June 2 in all eight wards.

-WIll
Small Talk About the Hawkeyes

“The feedback was resoundingly positive. And, in what I’d call a pleasant revelation, the text group revealed to me that a significant majority of Hawkeye fans are resoundingly positive people, too. That’s not always apparent on Twitter.” - Chad Leistikow, host

Over 65% of the publication’s subs opt into texts from Chad.
Doug my girlfriend thinks you are my friend that always texts me about Ohio state. She is always like why does doug always text you paragraphs and why is it always about the Buckeyes. It was hilarious. I finally let her know the truth. So she no longer thinks I have a crazy friend named Doug that randomly texts me paragraphs about Ohio state. Oh I guess I should have mentioned this first you are saved in my phone as just doug so that's why she was so flustered.
This Week in Digital Media

Every-other-week a new person will takeover as the host of "Digital Chatter." The host will text 7 times M-F about their expertise in journalism/media. We will try and bring in a variety of experts, so one week might be about podcasting and the next about AR or business topics. You can text back questions, etc, and maybe even host yourself one week. Our MC is David Cohn.