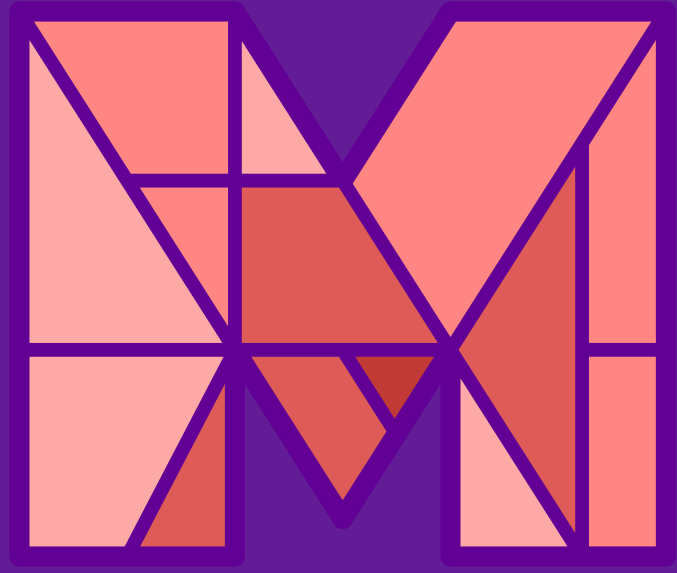


MEMBERSHIP PUZZLE PROJECT



*The
Membership
Puzzle Project*

What

A research project at NYU in collaboration with De Correspondent

Why

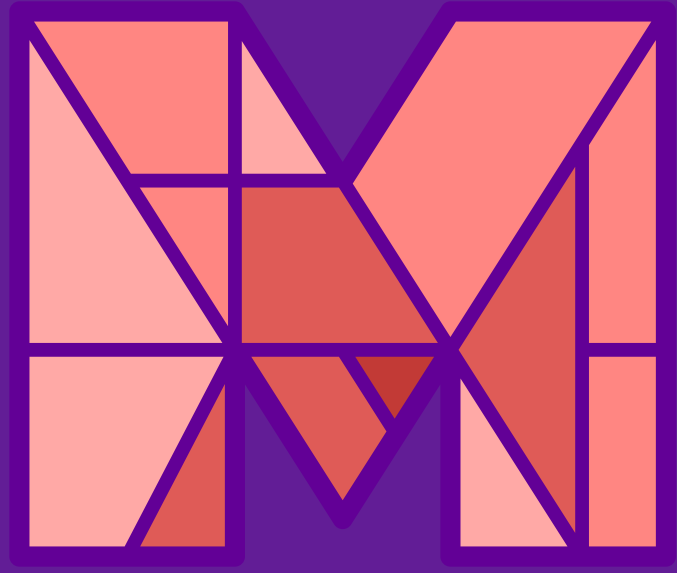
To develop new knowledge in the struggle for a sustainable public service press

Who

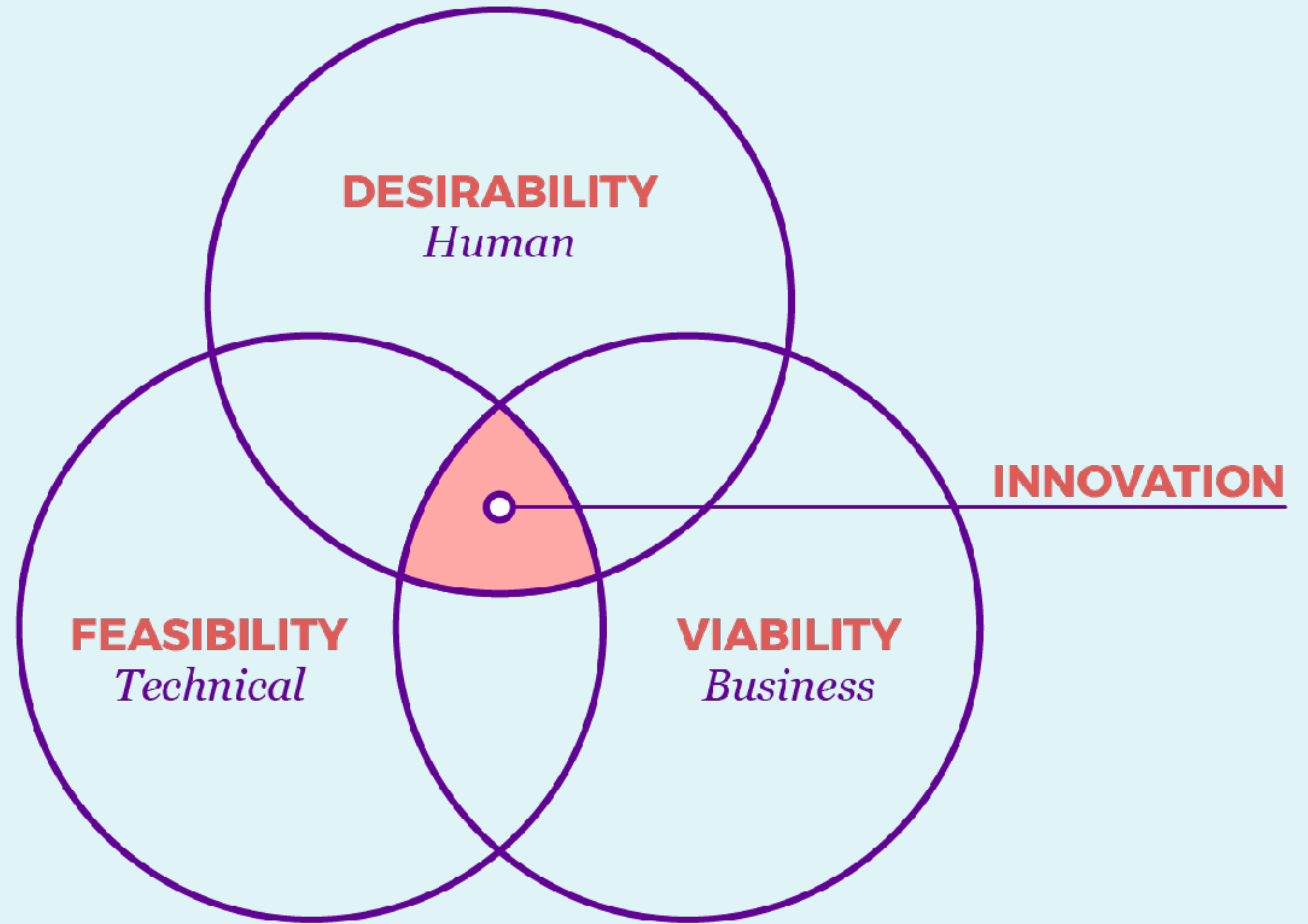
**Jay Rosen — Director
Emily Goligoski & research team
in collaboration with De Correspondent**

Where

**MembershipPuzzle.org
@MembershipPzzle**



Human-centered design



the
**MEMBERSHIP
PUZZLE
PROJECT**

Founding insight

- **Subscribers** pay their money and get access to a product
- **Members** join the cause and participate because they believe in it
- At the heart of the membership puzzle is the **contract** between the site and its members. *What do you give? What do you get?*

News site interviews

Talk to news site staff who work closely with members and other readers, viewers, and listeners to **understand promoted practices**

*“Analogous spaces”
research*

What might we learn from looking at **other contexts and industries** (i.e., religious faiths, fitness/wellness) that can benefit media?

Member interviews

Speak with supporters of news sites around the world to understand their motivations, news needs, and what they expect of **the social contract with sites they contribute to**



Supporter Research Insights

Supporters are **dissatisfied with mainstream news**. Supporters want a **user experience that treats them like adults**.

They seek out particular sites for:

- **Coverage they can't find elsewhere;**
- **A break from other sites/stations' drama, banter, & sound bites;**
- **Work that goes deeper and with more integrity.**

Member needs

- **Shared duty**

Listening to or reading your work is like listening to a good friend who really cares about the issues, has taken the time to understand the issue on a personal level, and wants to sit down and talk about why it matters.

Preethi, Reveal member

News Apps and Data Tools



The 85th Texas Legislative Session

Watch our livestream and review the top issues of the 2017 Texas legislative session.



Government Salaries Explorer

Review the compensation of hundreds of thousands of state and municipal employees in Texas.



Tracking Texas' Execution Drugs



Ballpark Figures



Member needs

- **Shared duty**
- **Unique contribution of my knowledge**

How do we do it?

FELLOWSHIP:

A PAID 10-WEEK PROGRAM WHERE JOURNALISTS OF ALL SKILL LEVELS WORK TOGETHER TO PRODUCE STORIES IMPACTING COMMUNITIES ON THE SOUTH AND WEST SIDES.

[+ LEARN MORE AND APPLY HERE.](#)

DOCUMENTERS:

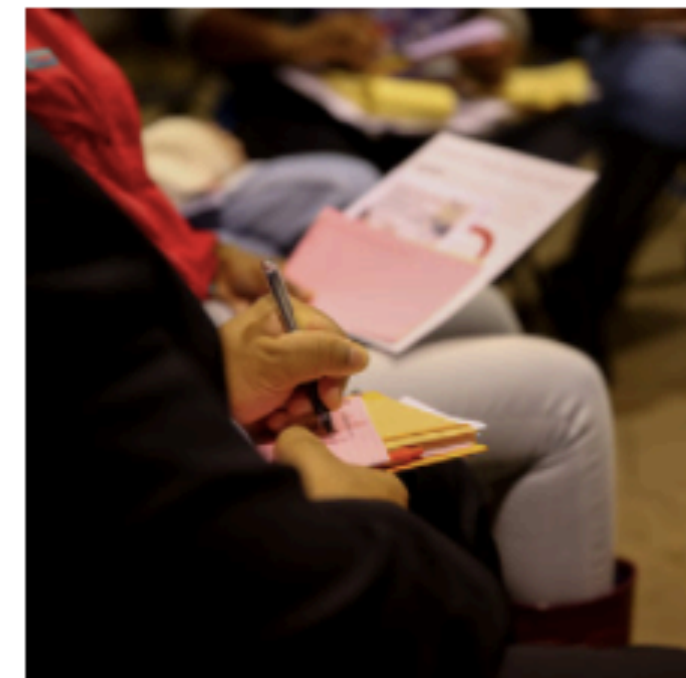
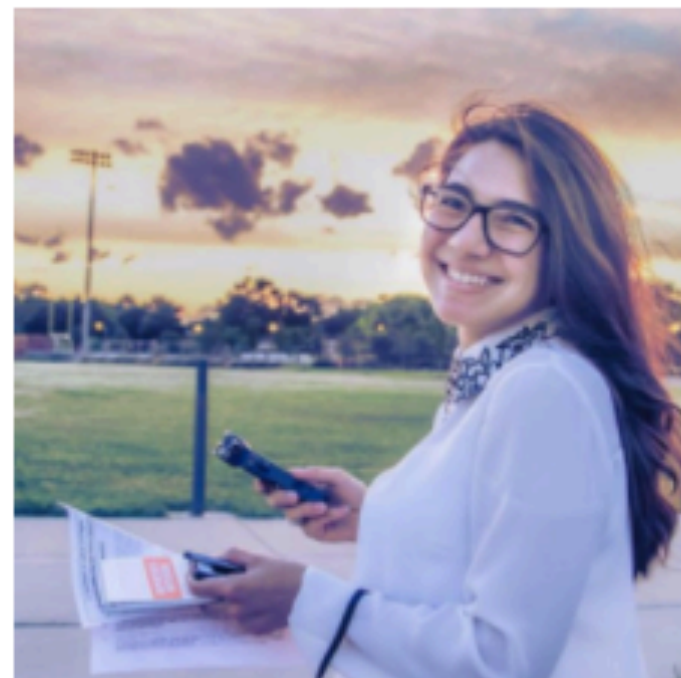
SKILLS TRAININGS AND PAID OPPORTUNITIES FOR COMMUNITY MEMBERS WHO WANT TO GET INVOLVED IN CIVIC PROCESSES AT THE NEIGHBORHOOD LEVEL.

[+ LEARN MORE AND SIGN UP HERE.](#)

PUBLIC NEWSROOM:

FREE WEEKLY WORKSHOPS ABOUT MEDIA, MEDIA-ADJACENT TOPICS AND CIVIC ISSUES, PLUS COWORKING SPACE FOR INDEPENDENT MEDIA-MAKERS.

[+ SEE THE SCHEDULE HERE.](#)





Member needs

- **Shared duty**
- **Unique contribution of my knowledge**
- **To see behind the scenes**

DAILY MAVERICK

READER COVENANT

Reader covenant

The Daily Maverick doesn't have terms of service or an acceptable use policy or a service level agreement. These are our promises to you, and what we expect from you in return.

Give us a tiny slice of your time and we'll give you the world. We'll also throw in a whole lot of fun, just to sweeten the deal.

In the background, there's a whole lot more to it, of course, but that's all just detail. The Daily Maverick exists to provide you with the news, analysis, insight and opinion that you need. Whether you're required to make big decisions or just want to hold your own over lunchtime conversation, we'll provide the tools.

Here's another promise: we won't ever waste your time. We don't let algorithms decide what is important and what is not. Our journalists and editors are humans, and some of the best and most experienced ones around at that. They've spent decades refining the craft and we think they're pretty good at it.

The result is a service that will tell you what happened yesterday, what's happening now and what's going to happen today – and what it all means. The important stuff is all here, the politics, business and economics. But we realise you may need more than that. So we'll provide you with the social currency you need to talk to the friends about that big game yesterday, or to talk to your office buddies about the latest gossip from the celebrity pack. And we're not going to let you be ignorant about the latest in arts and culture or science and technology either. But that in your

OPINIONISTAS



PAUL TREWHELA

Mpumalanga: A thin line between democracy and fascism



MARIUS OOSTHUIZEN

Scenario: A Populist South

Member needs

- **Shared duty**
- **Unique contribution of my knowledge**
- **To see behind the scenes**
- **Thought exchange**

15 juni 2017 om 13:00 • Reading time 2 minutes

How do you replace a sick organ? Four innovations from Venice

Tamar STELLING

Correspondent Non-human



+ Follow Tamar

Research Insights

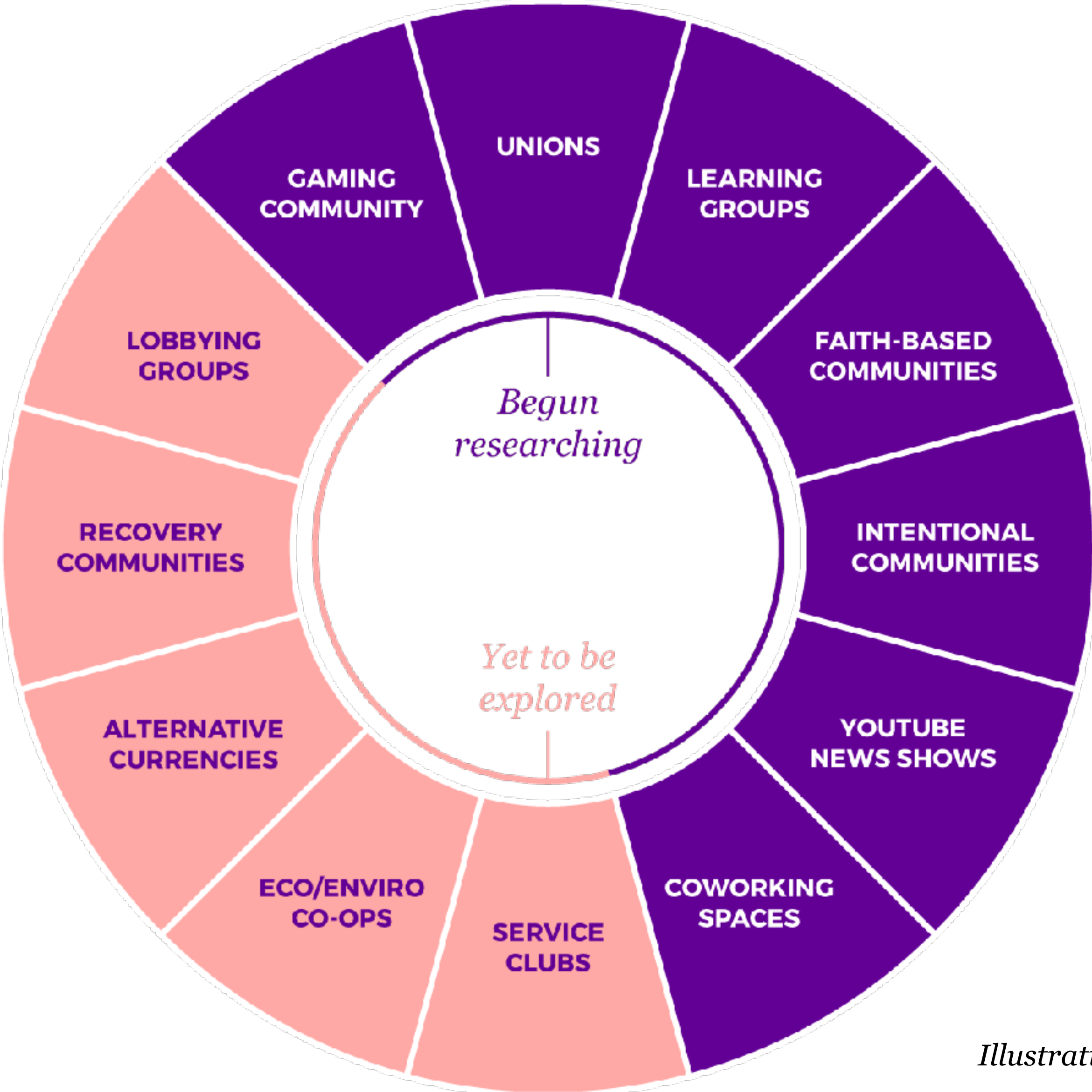
Supporters want to take part in coverage by **contributing what they know** (personal experience and professional expertise).

They also want to know **how editorial decisions are made** and what goes into your reporting, including partnerships.

Member needs

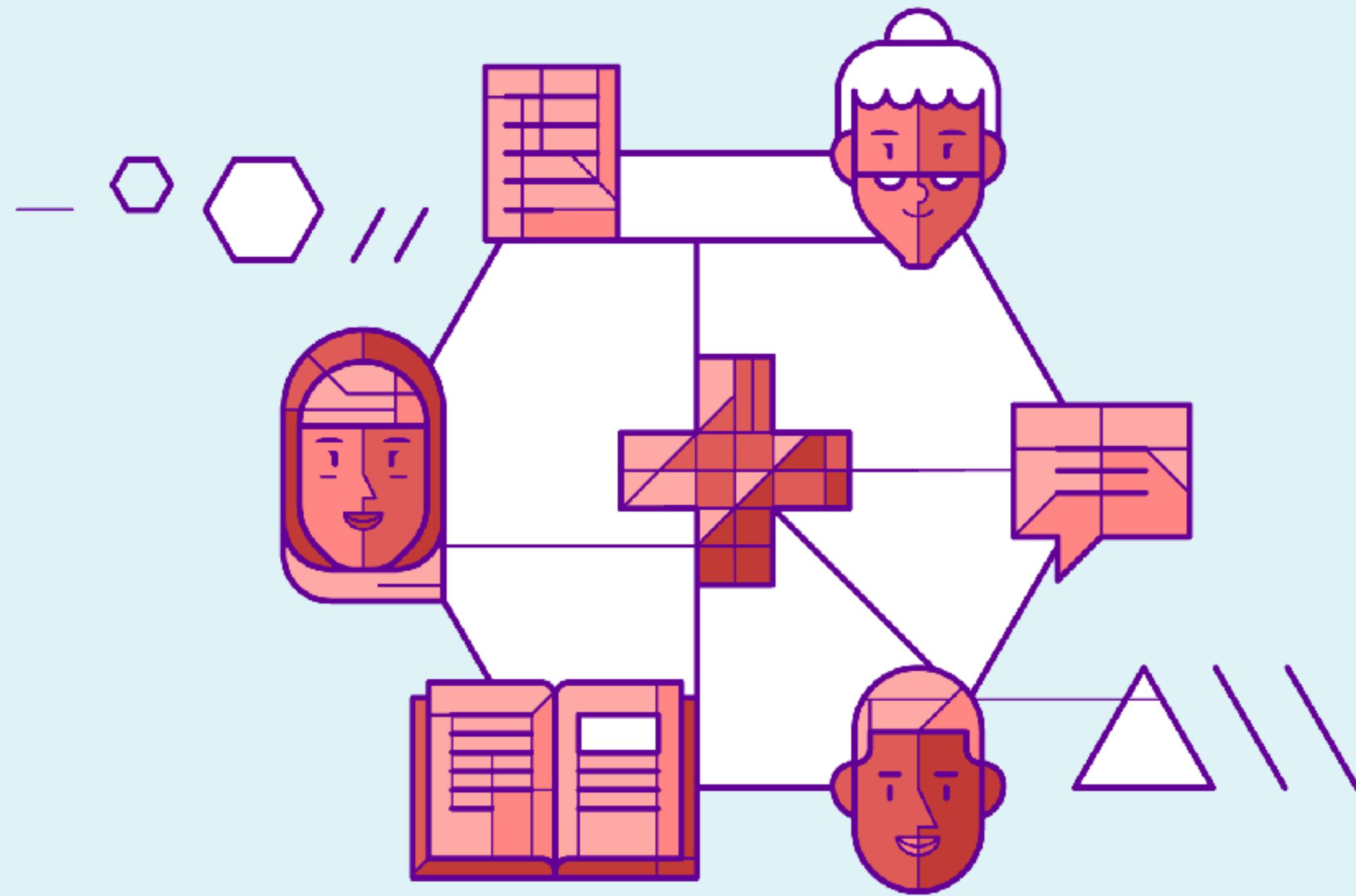
- **Shared duty**
- **Unique contribution of my knowledge**
- **To see behind the scenes**
- **Thought exchange**
- **Personalized participation**

RESEARCH AREAS: PROGRESS



Illustrations by Leon Postma, De Correspondent

Research Insights from Analogous Organizations



People want **flexible membership structures** that suit their needs & constraints

Foster **belonging**, not exclusivity

Team “tryouts” over free trials

Member needs

- **Shared duty**
- **Unique contribution of my knowledge**
- **To see behind the scenes**
- **Thought exchange**
- **Personalized participation**
- **Emotional connection!**

**Opportunities for
physical branded
goods**

**Brand design/
visual appeal**

**Organizational
authenticity**

**A sense of
exclusivity**

**Offering the world
something that I
think should exist**

**Advocacy
on my behalf**

**A sense of
uniqueness:
something I can't
get anywhere else**

**Appropriate
price/financial
ask**

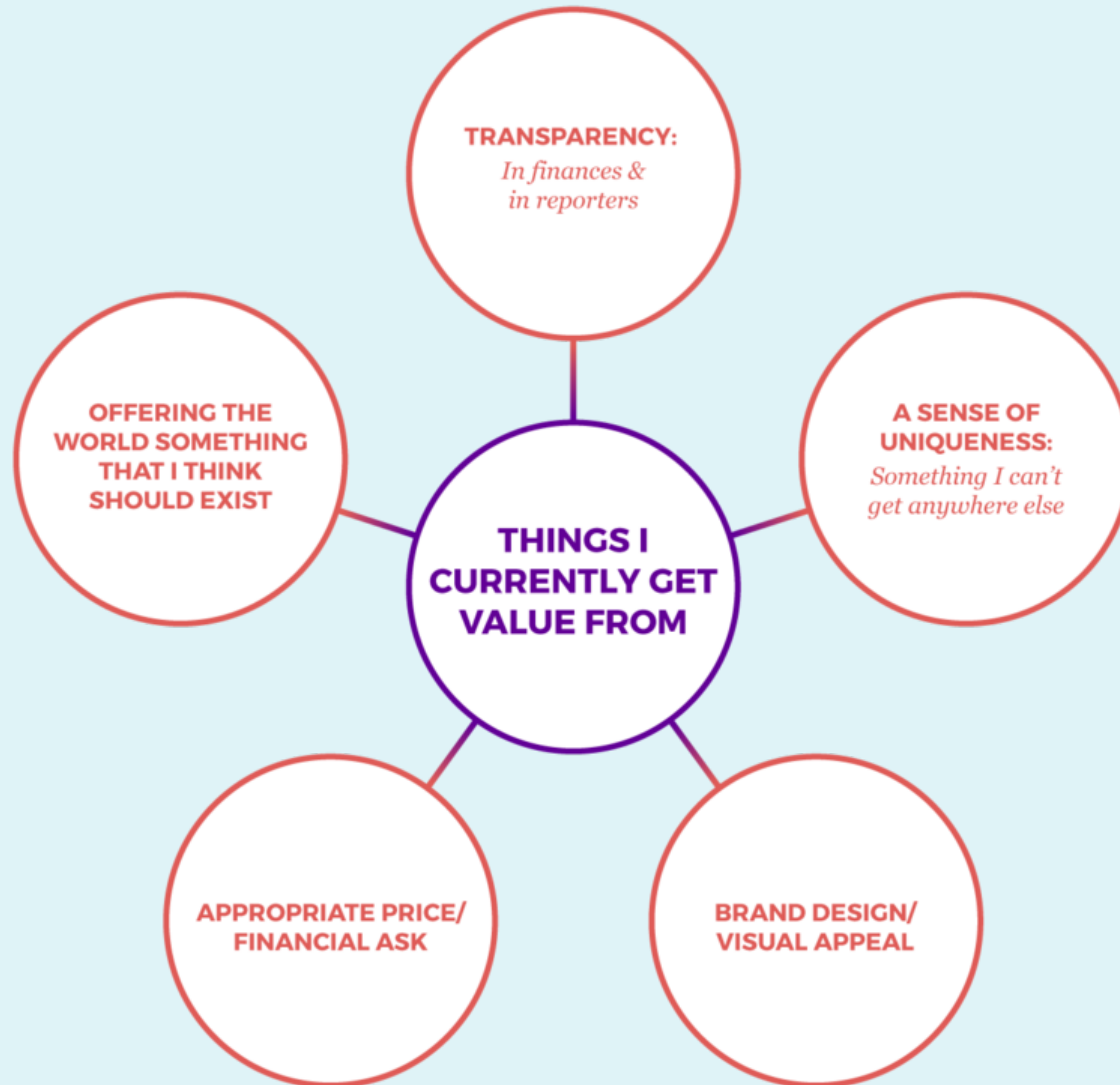
**Being connected
with other members
or other like-minded
people**

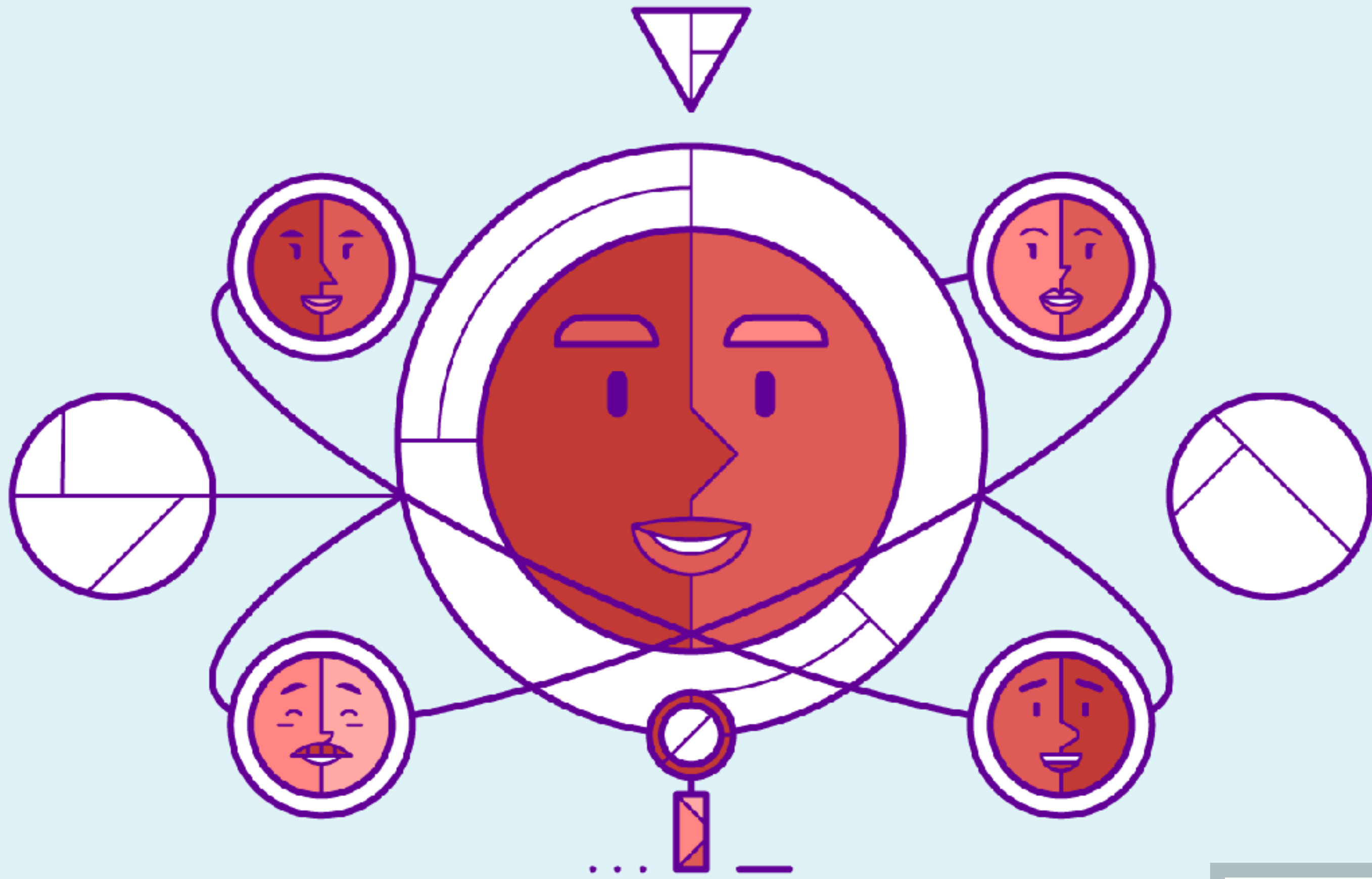
**Events/
opportunities
to connect in
person**

**Feeling that my
concerns and needs
are heard by the
organization**

**Staff
diversity**

**Partnerships with
like-minded
organizations**





**Things
I don't get
value from**

**Opportunities for
physical branded
goods**

**A sense of
exclusivity**
(i.e., gated access)

Main needs that

we're hearing from news sites

Research Insights

Membership programs are in a state of **rapid evolution** with some particularly robust approaches emerging.

Historically **newsrooms have lacked incentive structures and useful systems for journalists** to be in efficient touch with their audience members for the benefit of their journalism and for their organizations' financial sustainability. **That's changing.**

Publisher needs

- **High production value**



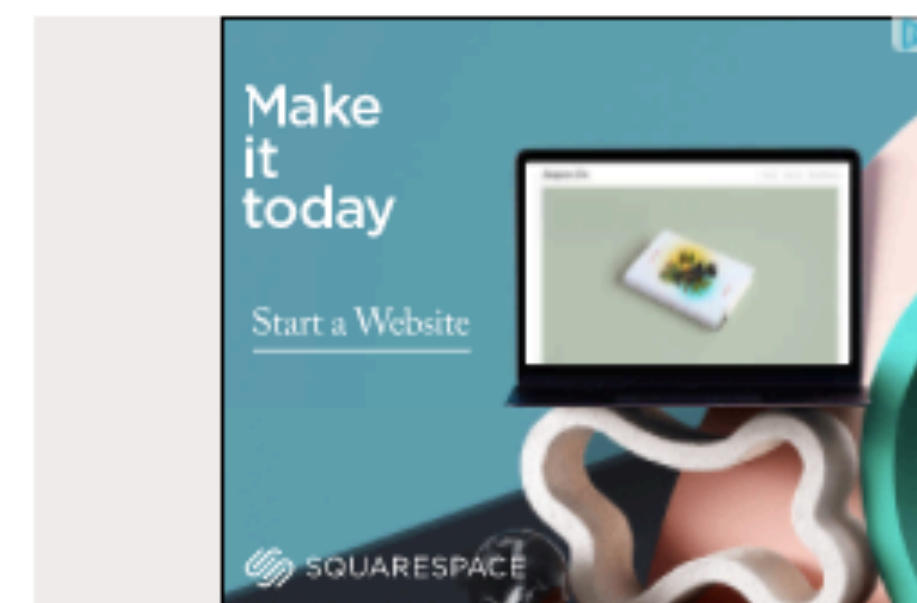
LOST MOTHERS



What We've Learned So Far About Maternal Mortality From You, Our Readers

Our first maternal health story started with unusual sources, an ask and lots of collaboration. We're just getting started.

by Adriana Gallardo, May 18, 2017, 11:41 a.m. EDT



Publisher needs

- **High production value**
- **Leadership = member champions**

Hello. I'm [@matt](#) – your guide to the daily shock and awe in national politics.

And, you've just joined today's essential forum. 🎉

[WTF Just Happened Today](#) is a newsletter, a blog, and – most importantly – **a community**.

While the blog and newsletter are produced every morning by [@matt](#), this community exists 24/7/365 to **discuss the news, coordinate actions, share perspectives, and connect with likeminded people**. It's a place for civil discussion.

There are three ground rules here:

1. Be humble
2. Show respect

all categories ▶

Latest

Top

Categories

Topic

Category

Users

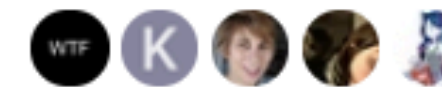
Replies

Views

📌 Introduce Yourself!

WTFJHT is a diverse community, full of interesting people that give a shit about the state of the world. Take a minute and share a bit about who you are, what you care about, and what you're hoping to get out of this co... [read more](#)

■ General Discussion



367

3.6k

🔒📌 Welcome to the WTFJHT member forum!

Hello. I'm [@matt](#) – your guide to the daily shock and awe in national politics. And, you've just joined today's essential forum. :tada: WTF Just Happened Today is a newsletter, a blog, and – most importantly – a

■ Meta



1

524

Publisher needs

- **High production value**
- **Leadership = member champions**
- **Organizational incentive to care**

Το άρθρο αυτό σας το προσφέρει ο συνδρομητής Αρελίνα Μεράκου.
Γίνετε συνδρομητής για να μπορείτε να τα μοιραστείτε και εσείς.

Γίνε συνδρομητής >

Είσοδος >

#YOURSTORY, ΕΛΛΑΔΑ, ΔΙΚΑΙΟΣΥΝΗ, ΟΙΚΟΝΟΜΙΑ, ΕΠΙΧΕΙΡΗΣΕΙΣ

Λογοδοτεί κανείς στην Ελλάδα;

Στη χώρα μας πολλοί από τους διοικούντες σε μεγάλες εταιρείες, τράπεζες και ανεξάρτητες αρχές δεν θεωρούν πως είναι υποχρεωμένοι να δίνουν λογαριασμό για πράξεις ή παραλείψεις τους. Ο Χρήστος Ιωάννου αποκαλύπτει τρεις τρανταχτές περιπτώσεις αδιαφορίας απέναντι στην –νομικά επιβεβλημένη– ανάγκη της διαφάνειας.

Χρόνος ανάγνωσης: 15'



Publisher needs

- **High production value**
- **Leadership = member champions**
- **Organizational incentive to care**
- **Professional community**



 The Ferret

SNP claim of 2500% increase in child food bank use is Mostly True

Ferret Journalists on July 23, 2017

Publisher needs

- **High production value**
- **Member-concerned leadership**
- **Organizational incentive to care**
- **Professional community**
- **Confidence**

Publisher needs

- **High production value**
- **Member-concerned leadership**
- **Organizational incentive to care**
- **Professional community**
- **Confidence**
- **Revenue sustainability**

transferring federal land to them would be rather poor idea.

● *Some responses were edited for length and clarity*

While we have you... help us beat our goal



\$83,872
pledged so far

\$0 \$50K goal \$100K

America's public lands are under threat. The Guardian is seeking contributions to support [This Land Is Your Land](#), our series on the government's giveaway of America's public lands. More than 640m acres of land - including national monuments and parks used for hiking, camping, fishing and hunting - are threatened by proposals that could give private developers and oil, gas and mining interests unprecedented control of our shared resources. Thanks to your generosity, we hit our original \$50,000 goal in just 31 hours. Additional funds raised between now and July 31 will be used to support the Guardian's extended coverage of public lands and other critical environmental issues facing America.

[Contribute now →](#)

Topics
[Environment](#) / [This Land is Your Land](#)

 **Unlike many others, we haven't put up a paywall - we want to keep our journalism as open as we can.**

Support us with a one-off contribution     [Make a Contribution →](#)

Publisher needs

- **High production value**
- **Member-concerned leadership**
- **Organizational incentive to care**
- **Professional community**
- **Confidence**
- **Revenue sustainability**
- **Systems & technology**

Outstanding needs

Simple software for community relationship management

More open, non-proprietary projects (not just “collaboration”)

Public education into how the business of news is done & meaningful ways to contribute to an organization’s journalism

PUBLISHER NEEDS

- High production value
- Leadership = member champions
- Organizational incentive to care
- Professional community
- Confidence
- Revenue sustainability
- Systems & technology

MEMBER NEEDS

- Shared duty
- Unique contribution of my knowledge
- To see behind the scenes
- Thought exchange
- Personalized participation
- Emotional connection!

PLATFORM & SOCIAL CONTRACT

@MembershipPzzle

@Emgollie

