

Abstract

News organizations have innovated new methods of reaching the audience directly as the industry shifts to consumer supported revenue models. One strategy that has created buzz and is circulated widely, is the Email Newsletter. In addition to media companies, independent journalists are also using newsletters for personal goals such as finding a side income, creating a brand and advertising their work and projects. In this report, intrapreneurial and entrepreneurial journalists who create newsletters discuss the potentials and pitfalls of producing newsletters. The report finds that independent journalists are using the medium to fill in crucial gaps of information in local regions and niche topics and capitalizing on editorial independence offered by the medium. The article also features voices from legacy media organization Forbes and newsletters startups such as 6AM City.