



May 2024

LINA UPDATE

Summit 2024

LINA
Local & Independent News Association



LINA Board

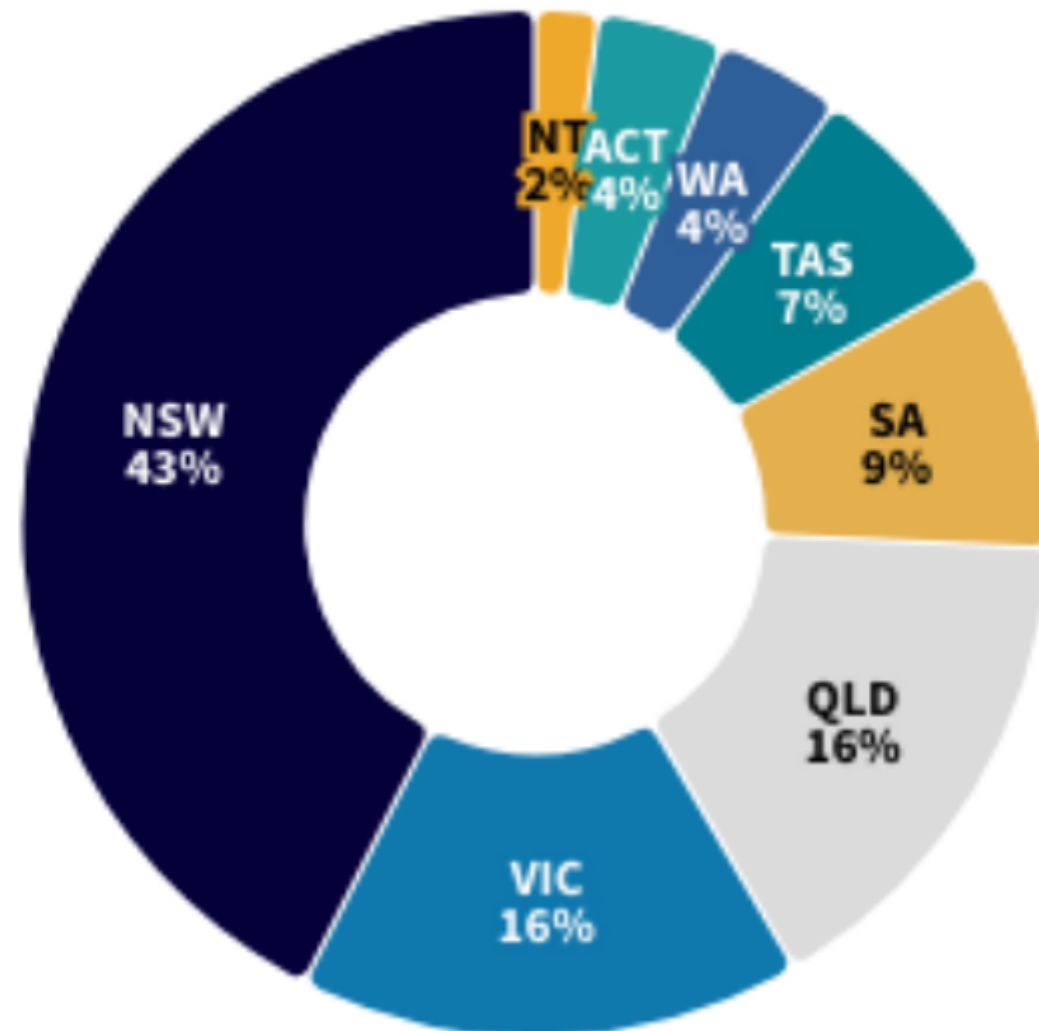


Member snapshot

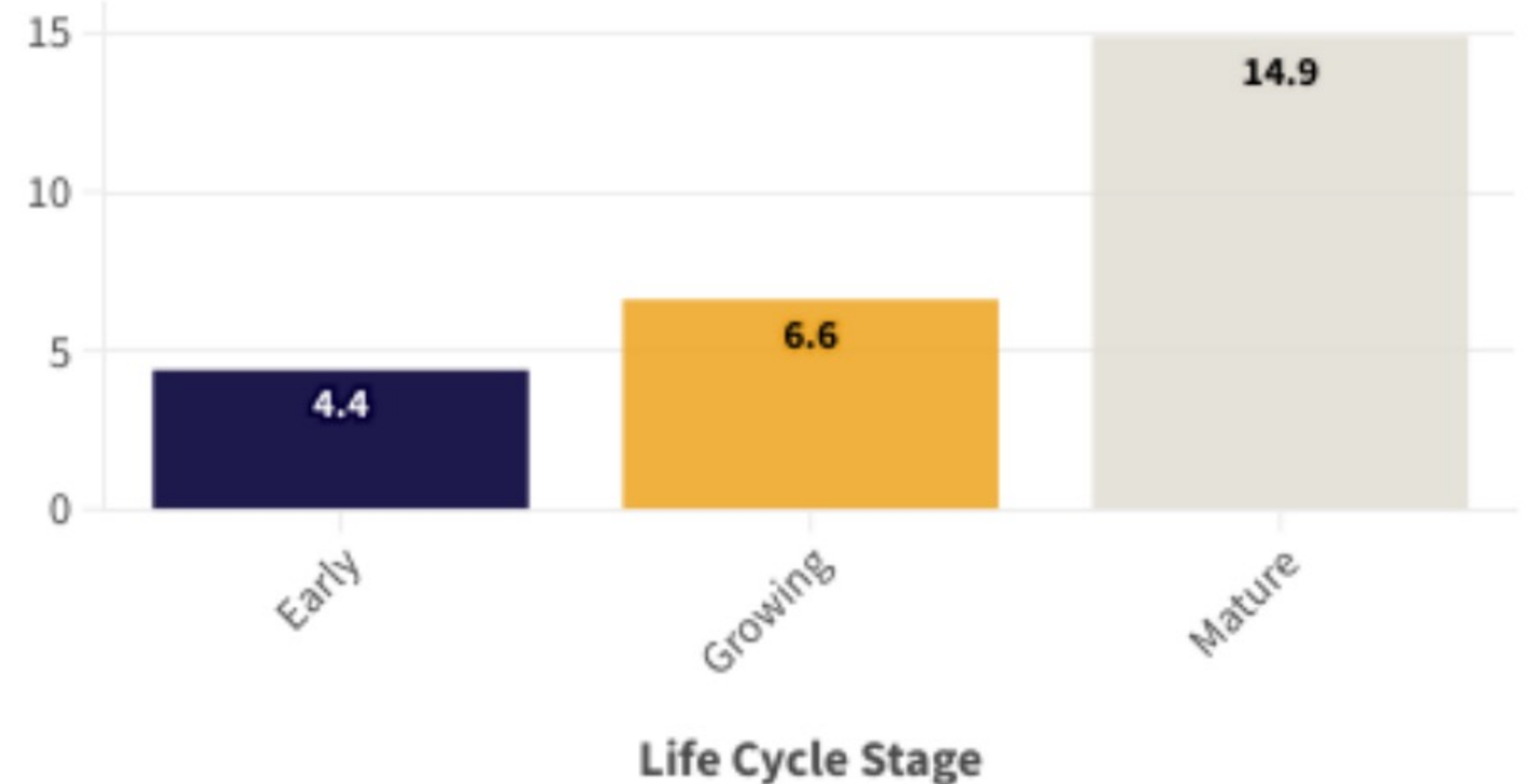
LINA represents 65 publishers, producing 106 mastheads.

LINA members publish on average 1,589 stories per week and 76,268 stories in a year.

Member Locations



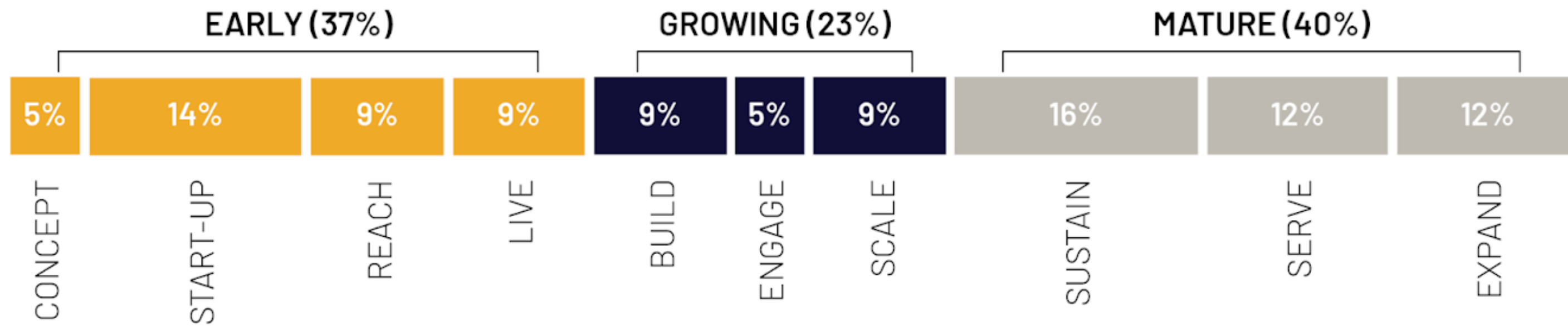
Average Number of Individuals Employed



A newsroom journey



Lifecycle Stages



Are you happy with where your news business is at?

We're happy with our current status- this is our spot



I'm making some progress, building up



It's ok, could be better, could be worse



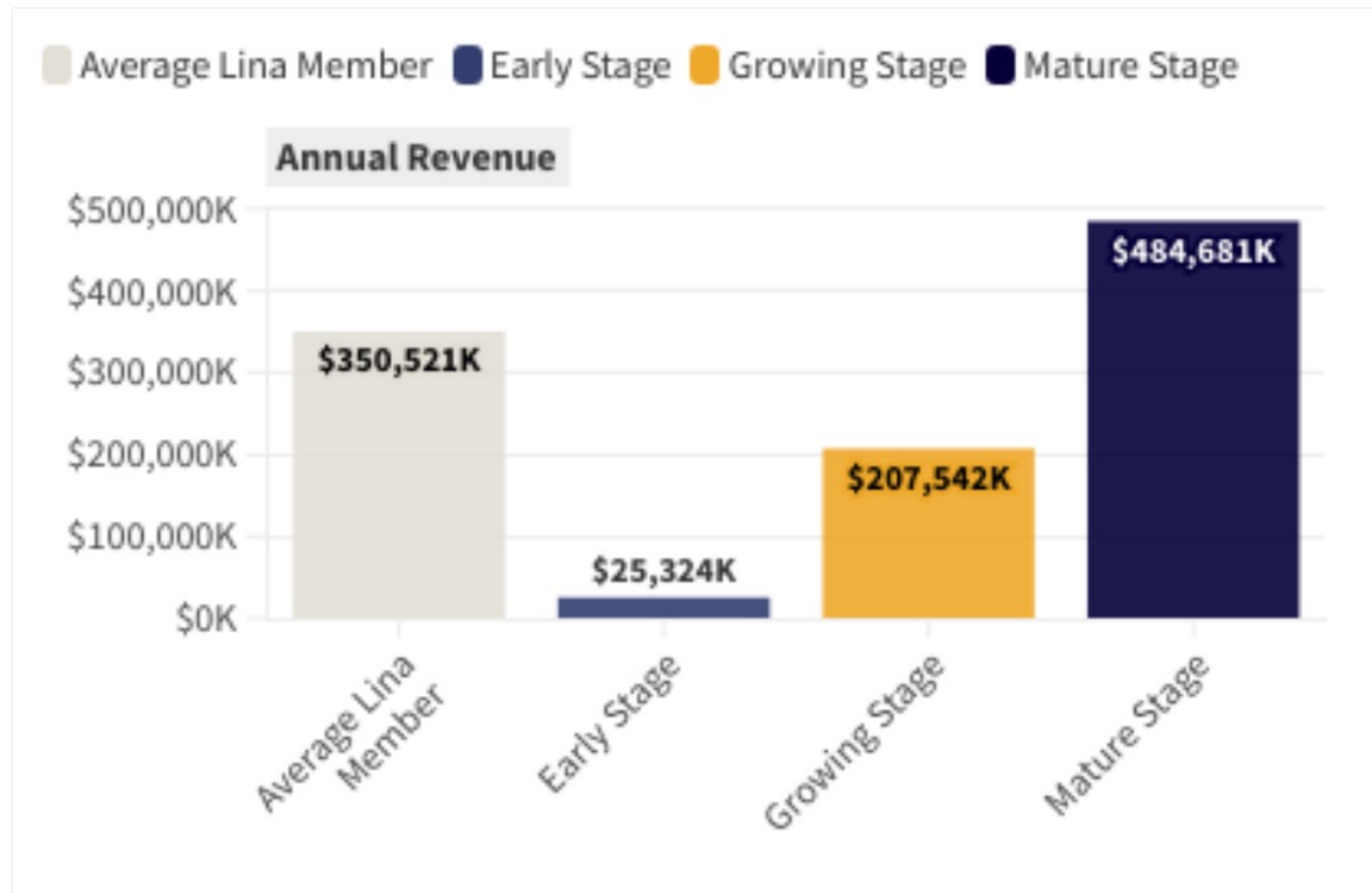
The Struggle is real but I'm pulling through



No, I'm worried we could close any day

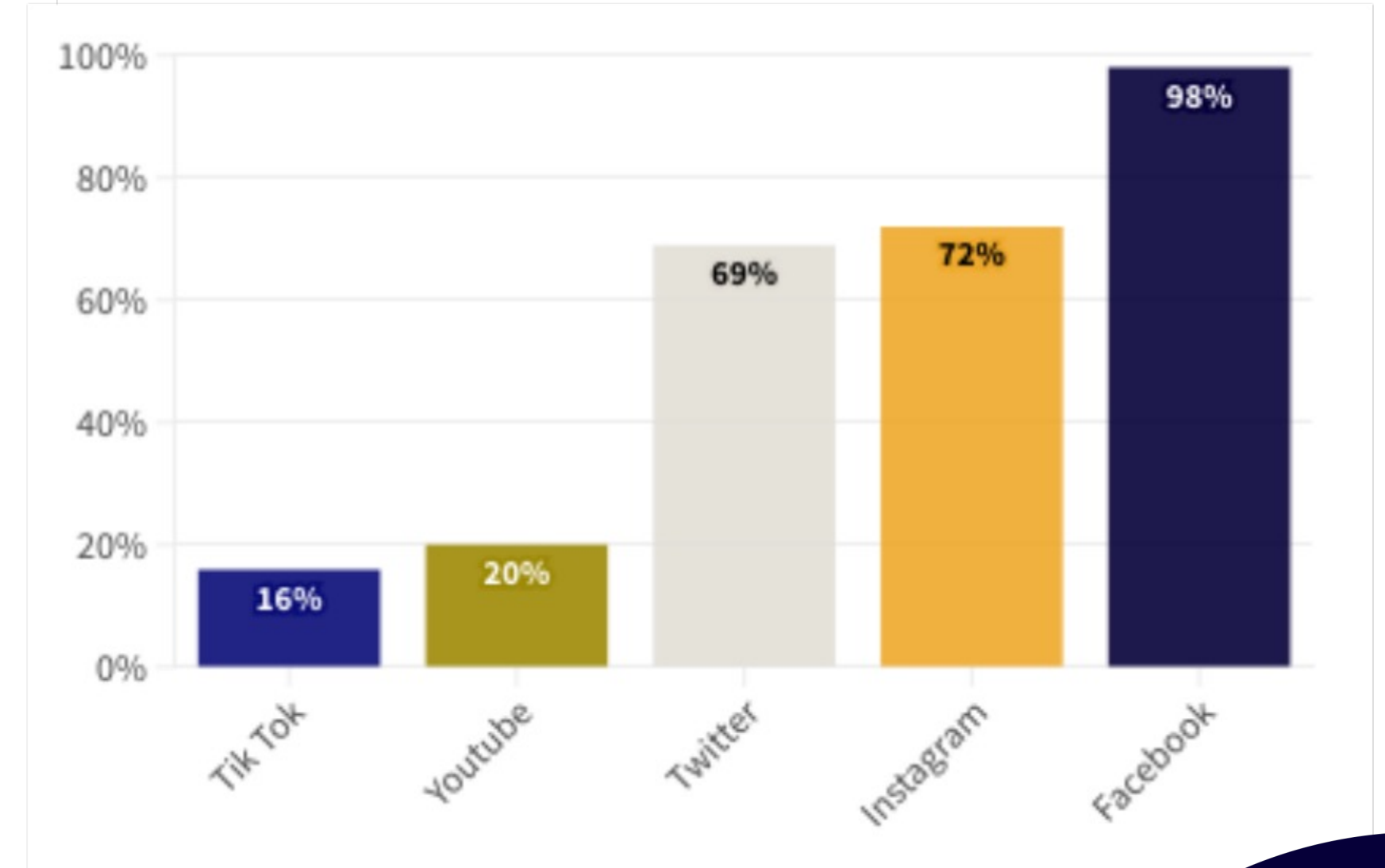
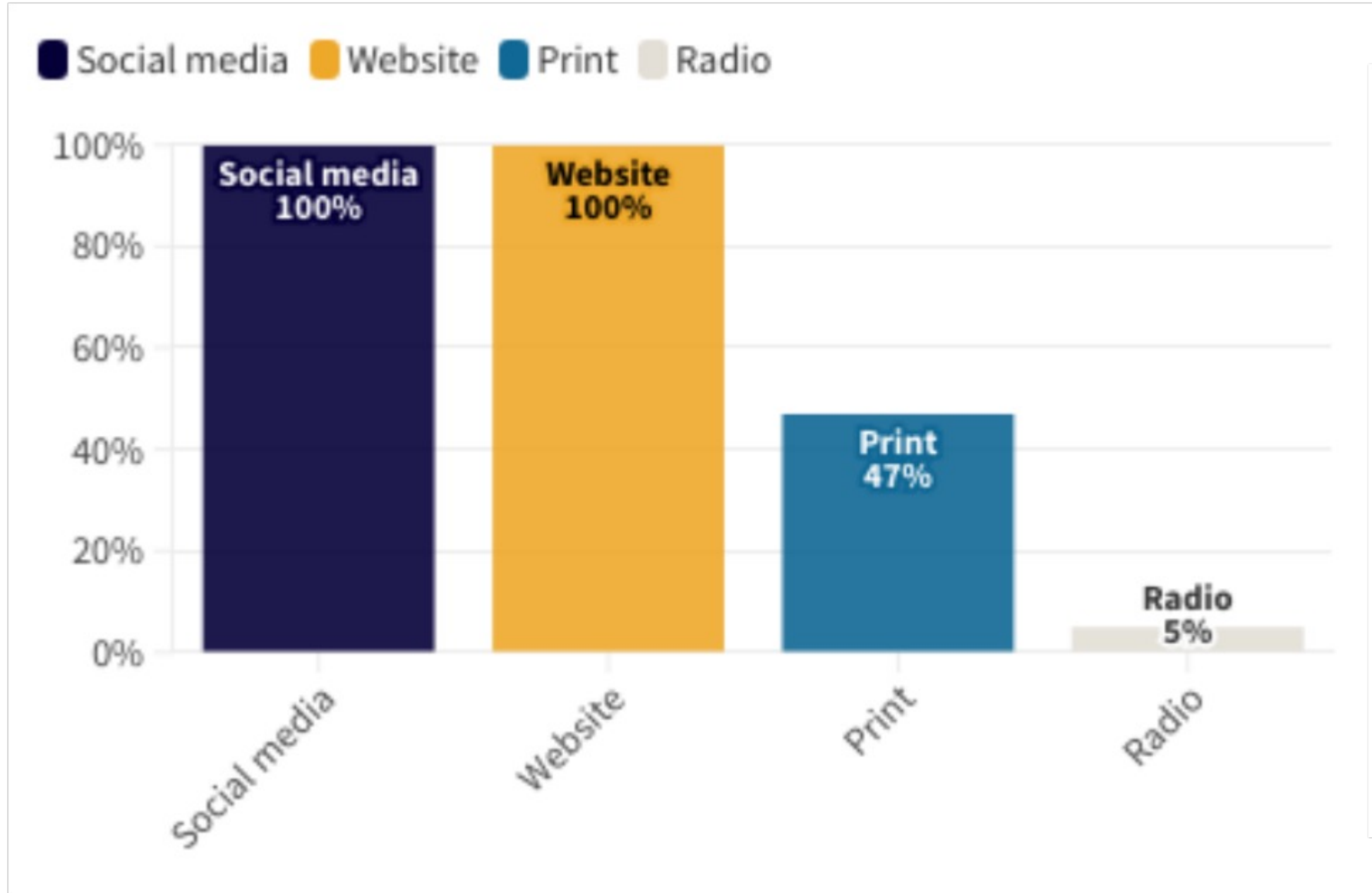


0 1 2 3 4 5 6 7 8 9 10 11 12



\$5,232 is the average annual income for a members in the start up phase.

Where are you publishing?



Collective audience reach

Based on data from survey responses and our desk research, as at Nov 2023

Total monthly
unique website
views = 2,219,090

Average unique
monthly websites
per member =
58,397

Total print
distribution =
600,435

Average monthly
print distribution
per member =
19,368

Total social
media followers =
862,281

Total newsletter
subscribers =
2,250,930

Average
newsletter
subscribers per
member = 5,000

Member service focus areas

STRENGTHENING
PUBLIC INTEREST
JOURNALISM

CAPACITY BUILDING
SUPPORTS

NETWORKING AND
SHARED SERVICES

Member service focus areas

STRENGTHENING PUBLIC INTEREST JOURNALISM

- Pro bono legal support
- Learning opportunities
- Content collaborations
- Micro-grants (\$2k)
- Centralised sub-editing service
- Award nominations
- AAP partnership
- Australian Press Council membership

CAPACITY BUILDING SUPPORTS

- Tailored resources, templates and tools
- Shop-talk sessions
- Subsidised Revenue Growth Program
- Google Fundamentals Lab
- Research repository and grant application support
- Impact Tracking set-up and support

NETWORKING AND SHARED SERVICES

- Discount rates: KBI insurance, VettNews, Canva, Newsletter Glue
- Slack channel
- Summit travel subsidy and discounted tickets
- HR services on call
- Tech support on call
- Grant alerts
- Representation in policy forums

Total value
to date:

\$19,105

What's next?

June 2024: Our News, Your Voice
fundraising campaign

Continued representation: policy push

Philanthropic focus to bring funds into
the sector

Collective Advertising project