



# THE LOCAL REPORTER

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# The Local Reporter: "True Community News"

***Mission: The lack of a local newspaper dedicated to covering events that directly affect our community is detrimental to its conviviality, civic health, and ultimate viability. It is the mission of The Local Reporter to respond to this essential need.***



# Competitive Analysis

The Daily Tar Heel

WRAL.com

CHAPELHILL  
MAGAZINE

YOUR DAILY LOCAL NEWS SOURCE  
CHAPELBORO.COM  
97.9 THE HILL

# Value Proposition

**The Local Reporter is a news source aiming to cover all news and events that affect full-time Chapel Hill/Carborro residents**

# The Problem

The Local Reporter needs to reach a larger audience



*Only 3,000 readers out of 80,000 target population*



## Solution 1: Brand Recognition

# Getting the name out to the community

- Online outreach
- Guest lectures
- Distributing stickers to local businesses



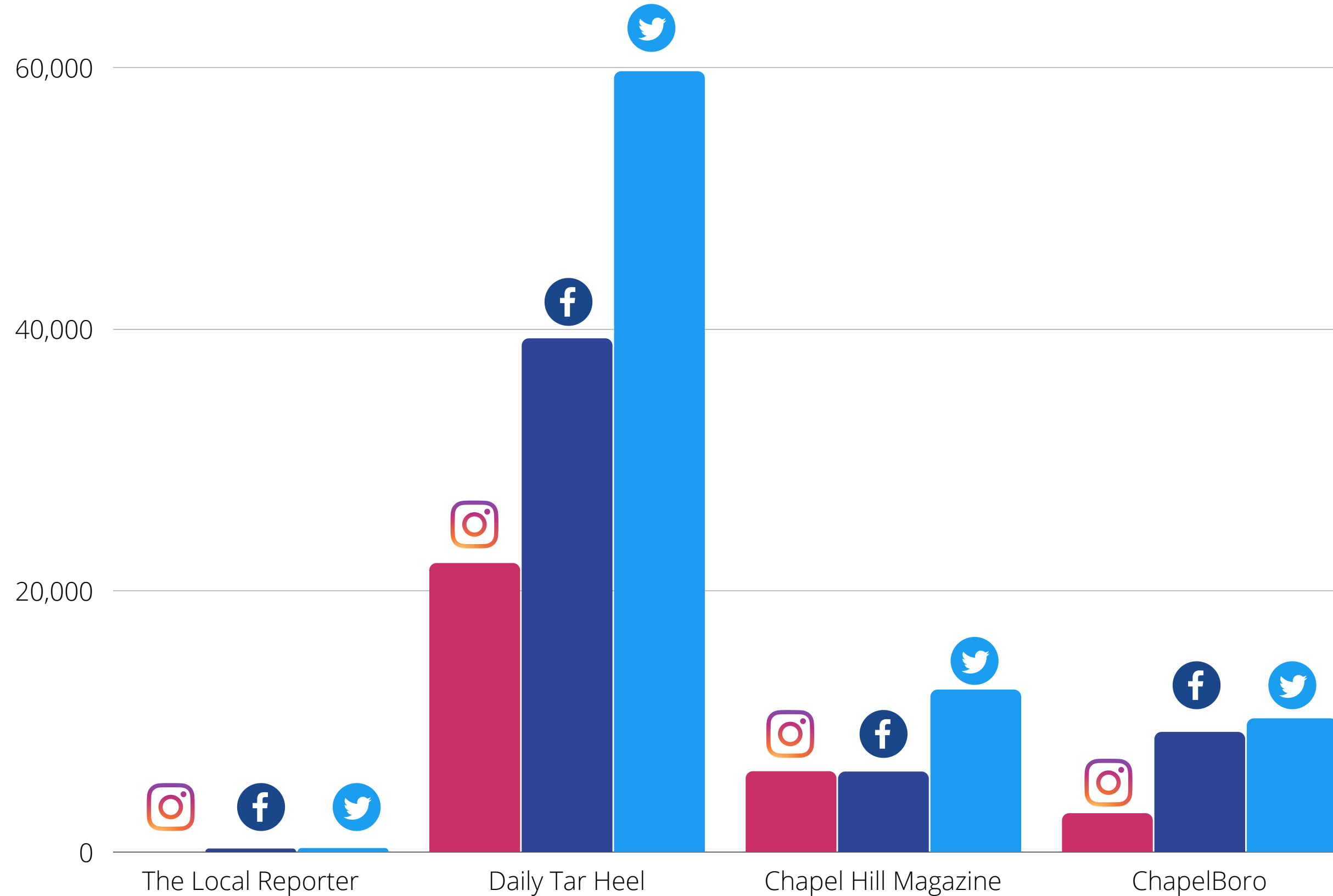
[thelocalreporter.press](http://thelocalreporter.press)

**YOUR NONPROFIT  
COMMUNITY NEWS  
SOURCE**

[thelocalreporter.press](http://thelocalreporter.press)  
**Your nonprofit  
community news  
source**

## Solution 2: Social Media Presence

- Start an Instagram account
- Increase Twitter presence
- Increase Facebook followers







# Solution 3: Internship Program

## UNC HUSSMAN UNPAID INTERNSHIPS

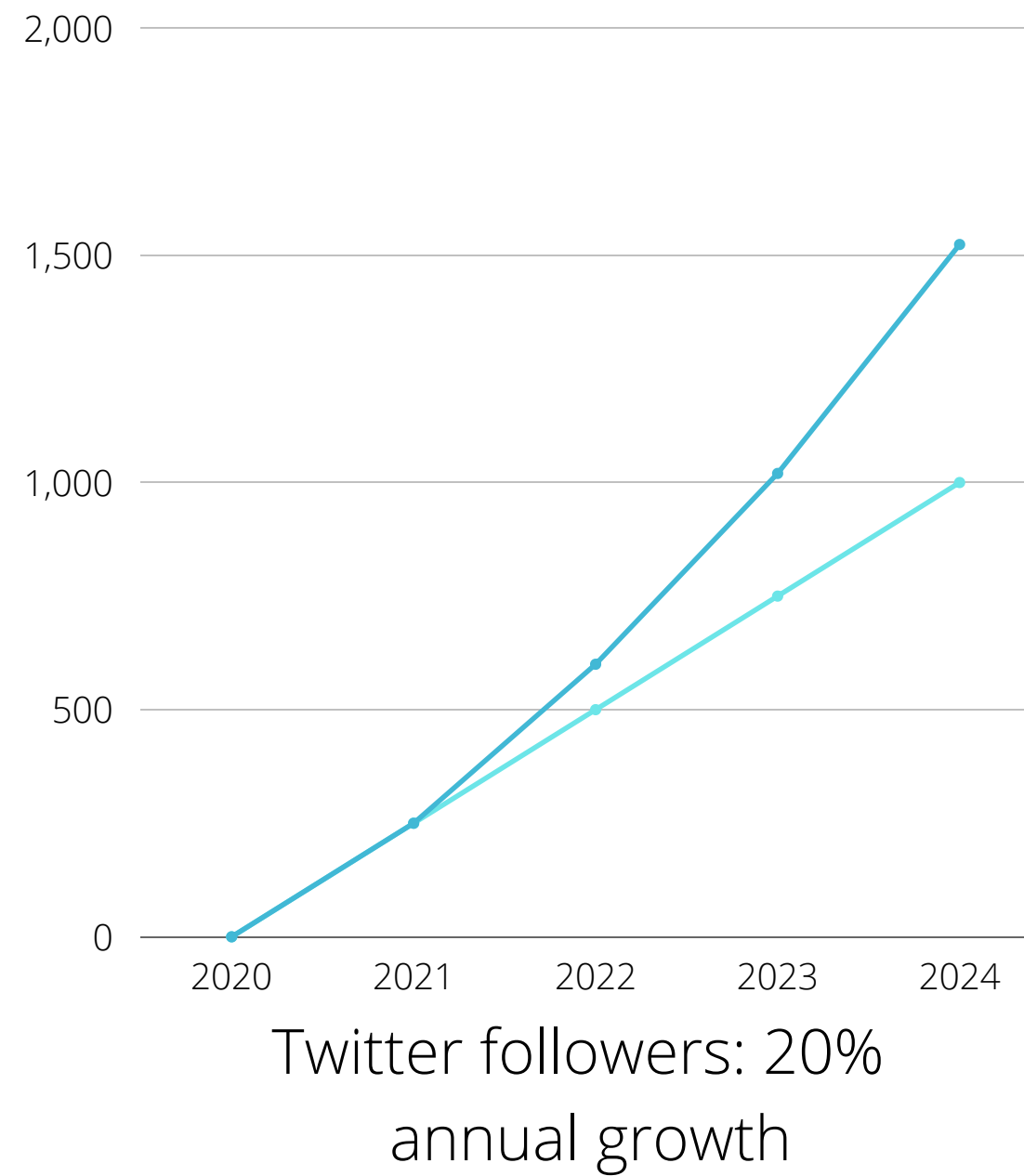
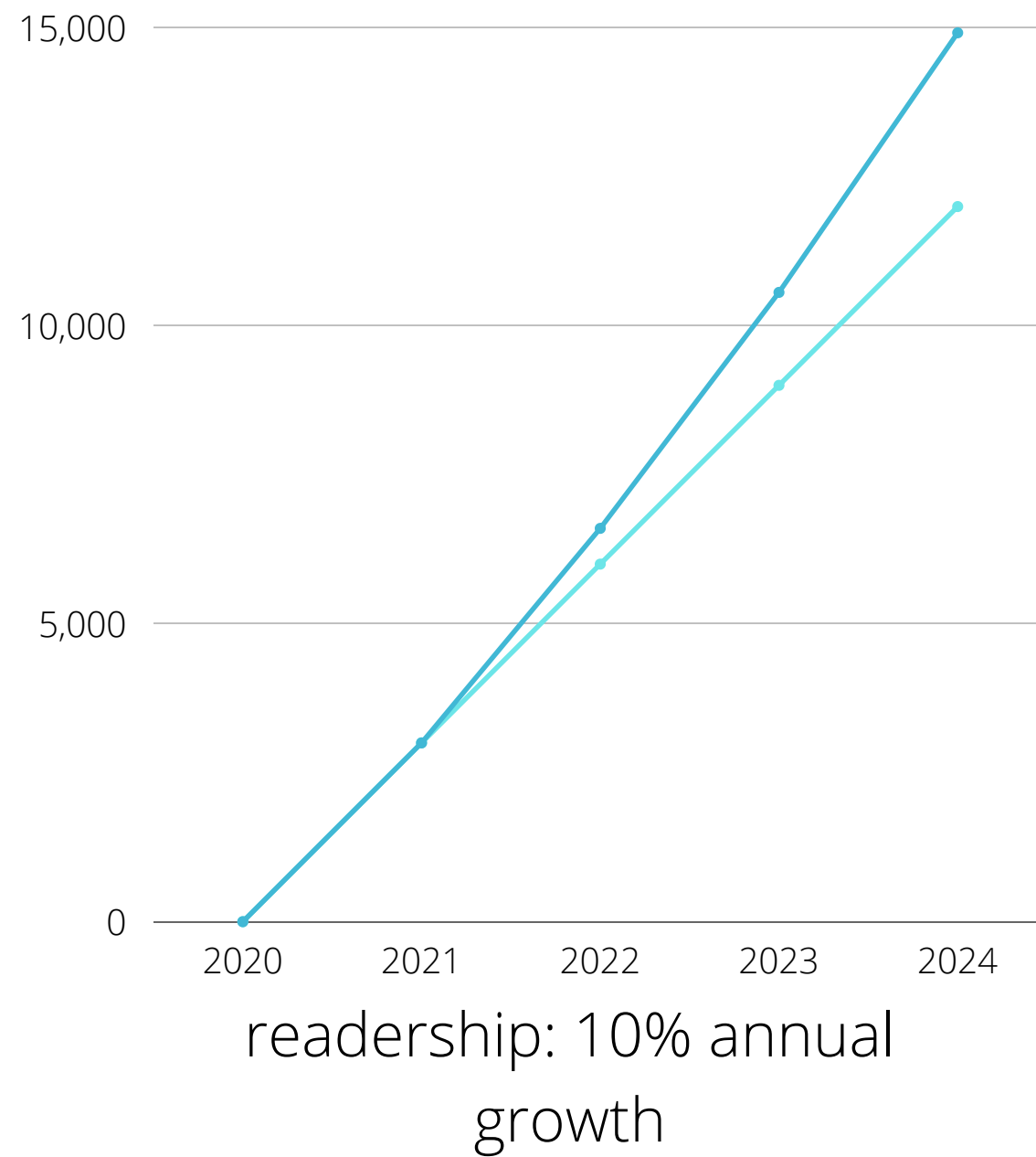
### **Social Media Intern -- The Local Reporter / Chapel Hill, NC**

The Local Reporter is a digital news source start-up covering Chapel Hill, Carrboro and southern Orange County. It is the only exclusively local non-profit news source for this highly educated community of more than 80,000 people. TLR needs to broaden its reach and amplify its voice by increasing its presence on social media. The social media intern would manage TLR's social media accounts and post content on Twitter and Facebook and create accounts on Instagram and any other appropriate networks to generate more interest and ultimately more paying supporters.

To learn more and apply, click [HERE](#).

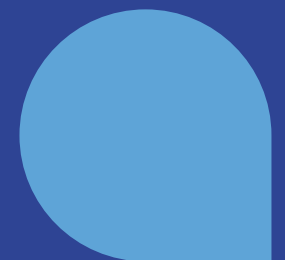


# Predicted Outcome



# Costs

- **Social Media Engagement** = time
- **User Surveys** = time
- **Internship program** = time
- **Stickers** = \$58.56 for order of 40



# Revenue

## Current Revenue

- Only been in business 15 months
- \$15,000 grant
- 200 donors

## Goal

- \$200-300k per year



# QUESTIONS?