

# We Serve Our Community

## *Sustainable Journalism Through Service — A One-Sheet Guide*

---

**Audience Guidelines:** We follow these guidelines to connect with our audience, earn their trust, empower our revenue models, and super-charge the genuine journalism that our community needs.

- Emotional connection / Know your audience
- Think from your audience's perspective
- Avoid obligatory news
- Personal time out
- Content they can't get anywhere else (Local, local, local!)
- Multiple entry points
- Empower your audience

**Audience Motivators:** These eight triggers motivate an audience to engage with and trust journalism. We make story and angle choices that are good journalism, and that also make strong use of these motivators.

- Surprise me (responsibly)
- Something to talk about
- Makes me feel smarter
- Ordinary people I know or could know
- Things I can go and do (not what I missed)
- My user guide to the community
- Makes me smile
- My community cheerleader

SuccessfulJournalism.com / Successful Journalism  
for Communities / 2026 / Use freely. Share widely.