Local Media Strategy

Addressing Council
Retreat Discussion Item

Local News Situation

The continued loss and downsizing of local newspapers in suburban communities is creating "news deserts" across the country. Often, one larger newspaper covers a vast area with little or no coverage of local news. As a result, people are relying more on the internet for news, which has increased the spread of misinformation on social media.

Local News

For years, the *Hudson Hub Times* has been a major source of news for many Hudson residents.

Changes

The *Hub* has gone from twice a week to weekly and the number of pages/stories has significantly decreased. *Hub* delivery is often unreliable and non-existent in some areas.

Impact

With less room for local news, stories covered often are controversial and negative, with little room for positive news about City services and programs.

Problem

How do we reach citizens who don't get their local news from social media or the City website?

Social Media & Internet

Computer Access

95.8%

According to the U.S. Census, 95.8% of Hudson households have a computer.

Broadband Internet Access

91.9%

The U.S. Census indicates 91.9% of Hudson households have a broadband internet subscription.

Cell Phones

97%

Nationwide, 97% of Americans own cell phones which would provide access to email, internet & social media.

Recommendations

	DETAILS	PRO	CON	COST
Conduct communications audit.	Survey how residents like to receive their City news.	Use data to modify future strategy.	Online survey may not reach everyone.	$0
Use weekly E-News as primary source of City news.	Use E-News as citizen weekly news source. Create ongoing campaign to increase subscribers.	Potentially 97% use email. Currently 4,000 subscribers.	Won't reach those without e-mail.	$0
Increase news distribution to other media outlets.	Increase focus on other news outlets with releases to encourage coverage.	Potential increase in coverage.	Hard to get coverage in larger news organizations.	$0
Increase frequency of *Focus on Hudson* newsletter.	Increase from 4/yr. to 6 to 12 /yr. Recommend 6 issues in 2023 and then determine if more are needed	Reaches every household and those without internet.	Need additional budget.	Current 4/yr: $13,463 6 /yr: $20,194 12/yr: $26,537
Create HCTV news program.	Weekly/monthly program streamed online and on cable.	Reach additional audience.	Won't replace local print media.	$0
Boost social media posts.	Use paid boosts for Facebook posts. Determine ROI after 1 yr.	Helps counter FB algorithms & increase reach. Only for important posts	Additional cost for boosting. Still online and not print.	$1,500 - $2,500/yr

Additional Options
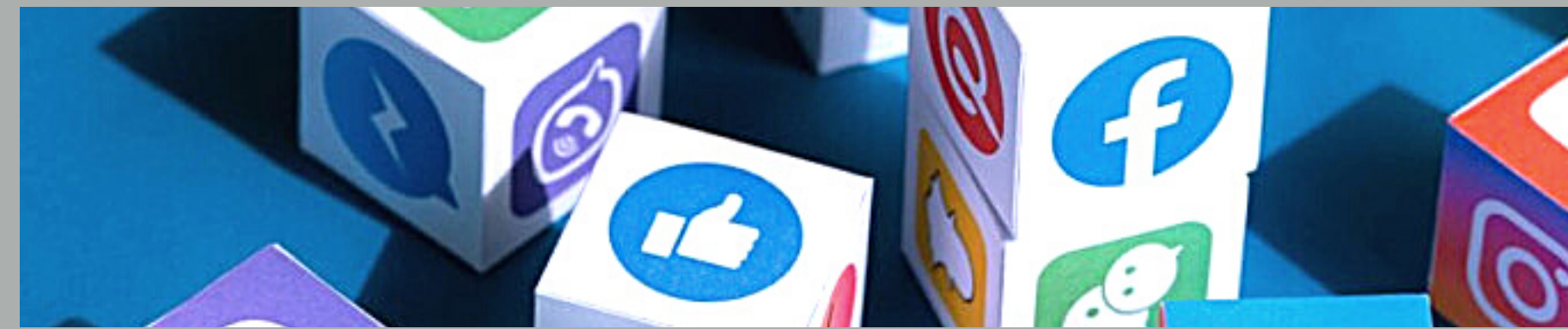
Additional options were considered but not recommended due to much higher cost per impression. We will continue to look at these and other new options in the future as we adjust our strategy to better reach our community.

Advertorials

Place advertorials in local papers. Cost: $750 - $3,000 per ad.

Information Kiosks

News kiosks downtown. Limited space, possible ads, limited reach. Cost: $20,000-$80,000 plus annual fees up to $6,000.

Podcasts

Requires significant staff time with limited reach for podcasts. Cost per impression high. Cost: TBD.

Digital Sign on Green

Revisit digital sign on Green. Est. cost: $30,000-$50,000 plus annual fees.

Text Messaging

Available through Code Red. Not recommended to use for regular news items. Only for urgent or emergencies.

Advertising in FOH

While would offset print cost, we can't control who advertises. Similar to banners and flags. Other cities don't pursue this.

Current Communications

Hudson E-News	Project E-Mails	LinkedIn
E-Mail Alerts	City Facebook	NextDoor
Let's Talk Hudson	HFD, Ellsworth Facebook	Council Meeting Summaries
Focus on Hudson	City Twitter	Community Meetings, Public Meetings
Press Releases	Snow Command, Ellsworth Twitter	Hudson Headlines Video
Emergency Alerts (Website & CODE RED)	Instagram	HCTV Programming