



Community.Scoop



OPERATION CHRYSLIS



Scoop Operation Chrysalis

2015 Supporter Packs

www.Community.Scoop.co.nz

Community Scoop has been published by Scoop Media in association with ComVoices since 2012. The project provides a platform for the community sector to enhance their profile, engage with one another and access a larger audience via exposure to Scoop's 450,000 monthly unique users.

As 2015 begins Scoop is itself joining the community sector. 'Operation Chrysalis' is a project to transform Scoop into a not-for-profit social enterprise. This presentation outlines how the community sector and Scoop can work together to develop a sustainable news platform for our community that thrives in this generation and beyond.

About Community Scoop

How it works

- ❑ For 16 years Scoop.co.nz and more recently *Community Scoop* have published community sector news – in real time – giving the community sector visibility to the public and media as well as exposure to the Government’s decision makers.
 - Send your press releases to editor@scoop.co.nz ensuring it is clear you are part of the community NGO sector.
- ❑ Via Scoop, community and voluntary sector organisations and NGO’s have the ability to respond to news developments as they happen.
- ❑ *Community Scoop* (since 2012) enhances the community sector’s ability to participate in the public policy debate by providing a sectoral platform to raise issues and create debate on topics that can benefit from wider discussion, and which are often lost in the wider media debate.
- ❑ ComVoices member organisations contribute regular editorial features that cover current sector topics of interest.
- ❑ *Community Scoop* also provides email daily newsletters.
 - *Community Scoop Daily News* covers the sector as a whole. (Free to subscribe)
 - 9 niche newsletters cover: Justice, Health, Housing, Welfare, Environment, Employment, Education, Diversity, and TPPA. (Fees apply).
- ❑ *Community Scoop* uses the *Newsagent* system to deliver this news by e-mail. Organisations requiring real-time news intelligence can also subscribe to the real-time and full text Professional service at a significant discount.



Supporting Community Scoop
Organisations that would like to support *Community Scoop* can take advantage of new discount packages on offer, the funds from these packages help keep *Community Scoop* running for the benefit of everyone.

- ❑ There are a range of options including adding your logo on *Community Scoop* to show your support.

“Community.Scoop”

Supporters Packs

Supporting Community Scoop

The following packages provide valuable services & help support *Community Scoop*.

- Each ComVoices member or affiliate member that purchases a subscription package will receive a complementary 'Scoop Organisation License' to Scoop's *Invisible Paywall** as added value enabling them to comply with Scoop's new terms of use.

Annual Package	Description	Ratecard Value	Community NFP Sector Rate	ComVoices Member rate
Community Scoop Daily	"Community Scoop Daily" Newsletter delivered daily.	Free of Charge		
Community Scoop Account	Newsagent Community delivers any of the nine specific sector newsletters to you by email daily.	\$600	\$440	\$360
My Content Pack	InfoPages Silver Subscription that adds your logo on all your press releases on Scoop and your own news-hub homepage.	\$1,440	\$1,000	\$760
Professional News Pack	All Community newsletters + Newsagent Professional a customised news service using your own criteria, delivered in real-time & full text by email.	\$1,850	\$1,100	\$910
Enhanced Content Pack	InfoPages Gold subscription that adds your Logo, Profile & Contact Links to all your press releases on Scoop & your InfoPages news-hub + your logo on the Community Scoop site supporters section.	\$3,200	\$2,240	\$1,750
Premium Community Pack	Everything from the Professional News Pack and Enhanced Content Pack.	\$4,750	\$3,250	\$2,500
Your Choice Package	Create your own package of Scoop services based on your organisation's needs.	Ratecard	30% discount	40% discount

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All rates are exclusive of GST and based on full payment in advance.

*See *Scoop Commercial Licensing* presentation for more information

About Scoop

Recognised & reliable source of breaking *actionable* news for the last 16 years

In the late 90's Scoop pioneered a 'new' news format in NZ. News releases from Parliament that hadn't previously seen the light of day, now had an outlet online.

Scoop has grown to encompass content from the Business, Community, Health, Education, Science, Technology and Cultural sectors as well as an increasing amount of original journalism.

Operation Chrysalis Changes

In 2015 Scoop is transforming into a not-for-profit social enterprise news organisation – requiring it to form a closer relationship with the organisations it serves.

This means change:

- ❑ Online advertising revenue is no longer able to support Scoop's operations, which means Scoop needs to establish a broad base of subscribers to continue.
- ❑ The most significant change is the establishment of an 'Invisible Paywall' which will require organisations who routinely use Scoop.co.nz in the course of their work to pay a subscription. (See *Scoop Commercial Licensing* brochure for details).

Contact Scoop

Community Scoop - Sales and Service

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Scoop Editor

04 910 1844 editor@scoop.co.nz



Scoop's broad reach

Scoop is a 'magnet' for public outreach. New Zealanders who are paying attention to what is happening in their country read and contribute to Scoop.

- ❑ Research shows Scoop's readership includes *the* decision makers in NZ civil society, business leaders, government, media and communications.
- ❑ Scoop now reaches a readership of over 450,000 monthly unique visitors (60% from within NZ)².
- ❑ Scoop publishes 1,000 original news items every week.
- ❑ With more than 1 million Google indexed news pages dating back to 1999 Scoop is a gateway to anyone looking for news information.

Full research and Scoop services presentations are available on request, email:

community@scoop.co.nz

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¹Source: Roy Morgan Single Source Survey (Data:Aug13-Jul14)

²Source: Google Analytics March 2014