Mega-Conference

Value Proposition: Ways The Seattle Times tells our community story of how we are serving, evolving and thriving

February 17, 2020
Anniversary Message

• An emphasis on continuous family ownership for more than 123 years

• Includes a letter from our Publisher, distributed via email, print, digital ads (on and off site)
End of the Year Message

- End of the year message to readers from our Publisher and President

- Reflects on the highs and lows of the year, thanks subscribers, funders and supporters for their continued support, what it has resulted in and optimism for the coming year
Fall Marketing Campaign

• For the past two years the Fall Marketing Campaign has emphasized telling our story, deeply connecting our community to our journalist and the process of real news

• Includes video, print, digital, emails, billboards, radio and direct mail. This is repurposed for use in all external marketing efforts
Behind the Byline

• This is an exclusive email to subscribers providing them a behind-the-scenes look at our journalists and our journalism

• The purpose is to better connect them to the people that create our journalism
Events

• Pictures of the Year: opportunity to connect readers to an area of unique values to us. An evening program, with 400 attendees, hosted for 11 years connecting to our photo and video journalists.

• Football Preview: sports, specifically football season, is a key area of subscription conversion, so this event provides access to our reporters, columnists and writing staff. This event reinforces expertise and connects subscribers directly to writers.

Every picture tells a story
The Seattle Times Pictures of the Year 2019

Join us for a journey through 2019 as we explore the photos that defined life in our region. Hosted in partnership with the Seattle Public Library, this event will feature a 75 minute presentation led by our photo editor and staff photographers, followed by an audience Q&A.

Thursday, Jan. 30 at 7 p.m.
Doors open at 6:30 p.m.
Seattle Public Library
Central Library Microsoft Auditorium
Free admission on a first-come, first-served basis.

Additional information available at st.news/POY2019
Events

• Special Coverage Related Events: we typically do at least two events that feature our journalists on particular projects, this last year included Hostile Waters – a five-part environmental series on Southern-resident orcas; the second focused on our Investigative Journalism Funding efforts and the Ed Murray investigations.