

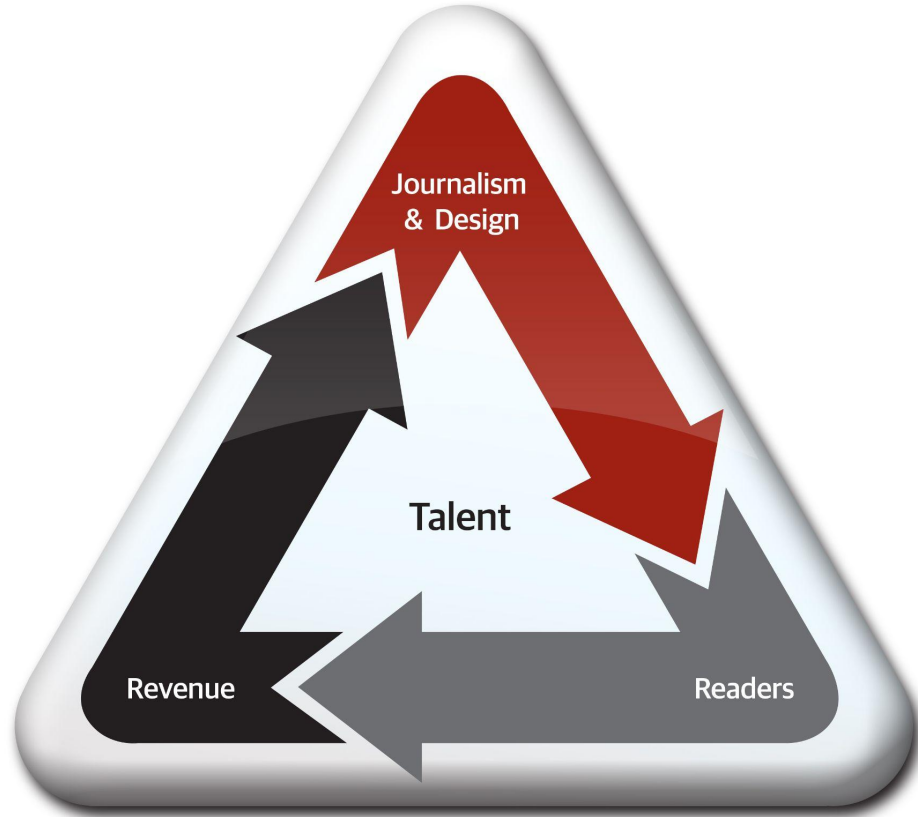
COMMUNITY
IMPACT





Curiosity







Journalism & Design

- **Strategy:** monthly, 50/50 editorial/ad ratio
- **Content:** hyper-local, useful, balanced
- **Focus:** government, development, business, health care, education, real estate
- **Graphics:** colorful, explanatory
- **CI super power:** we make the complex compelling



Our Foundation





Largest News Organization in Texas



2005

60,000 mailboxes

1 newspaper edition

2023

2.5+ million mailboxes

35+ newspaper editions

4 metros

200+ full-time employees

5 product revenue streams

(no subscriptions)

In-House ERP & Printing



Texas Daily Newspaper Association/Houston Advertising Federation
Houston Advertising Federation Award

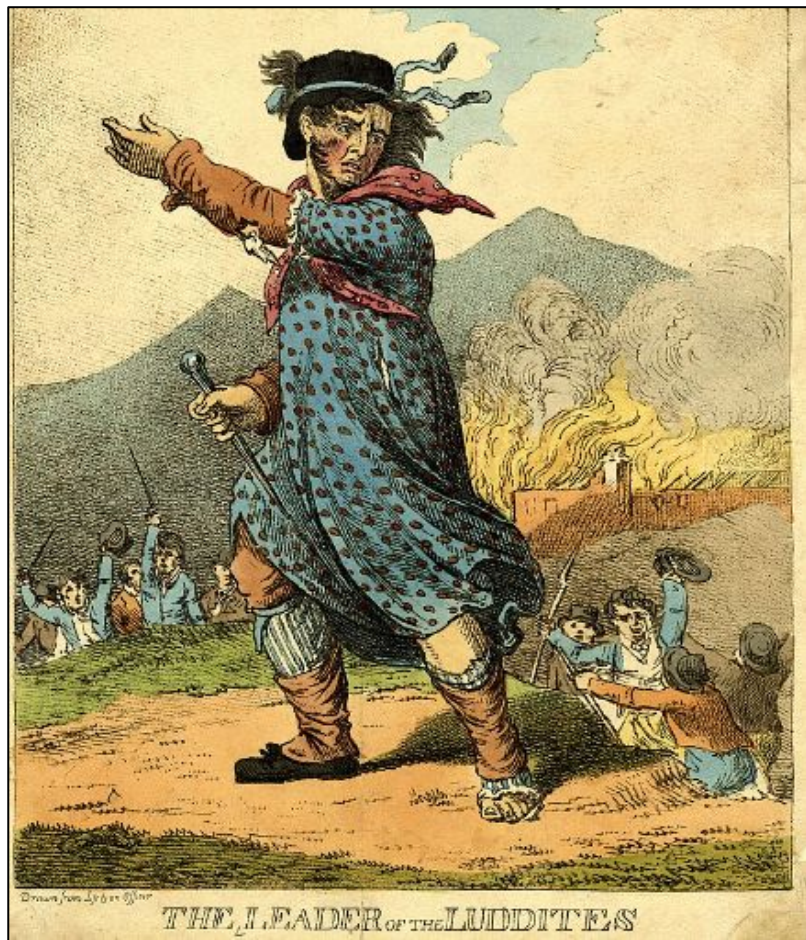
To The Outstanding Advertising Intern

John Garrett

Sam Houston State University/Houston Chronicle

Second Place

1996

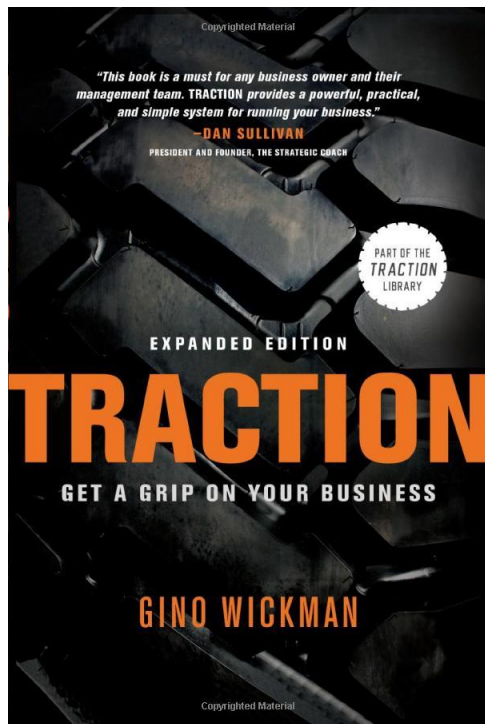




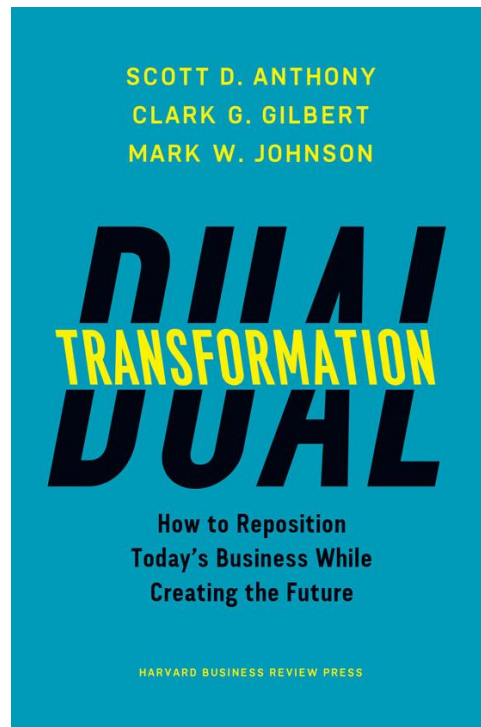
“GOING PHYGITAL”



2005	2009	2016	2020	2022	2023
CI Founded	CI Houston Expansion	CI Printing Built	Phygital Phase One	CI Rebrand	Phygital Phase Two



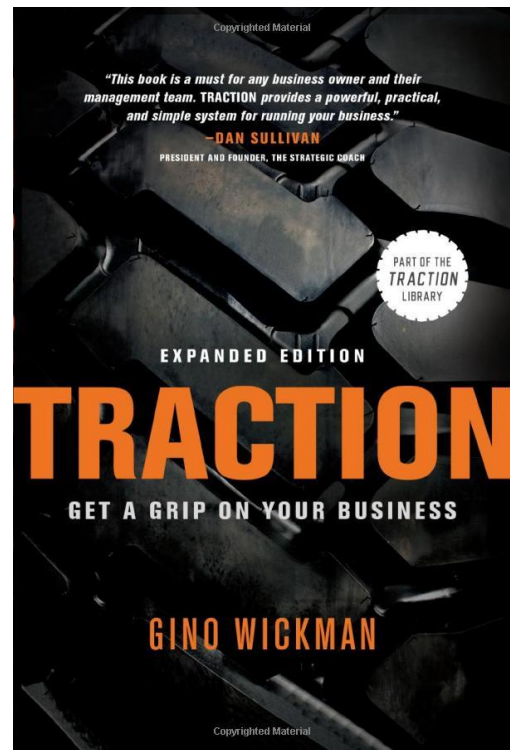
2020

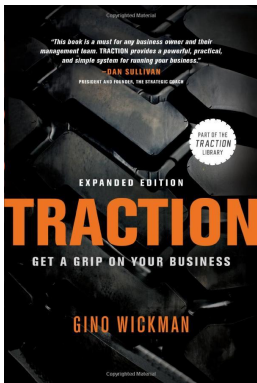




Implement EOS

- **Leadership:** assign an Integrator
- **Communication:** weekly Level 10's
- **Accountability:** scorecards
- **Pace:** quarterly “Rocks”
- **Vision:** 1, 5, 10 year planning





Trello Workspaces Recent Starred Templates Create

Project05 L-10 Private Board

Power-Ups Automation Filter

Search

HG +9 2 Sh

Scorecards/Planning/Training

- Weekly Digital/Project05 Scorecard
- Web Stories Scorecard
- Web upload training materials
- CI Digital Google Site

Q1 2023 Rocks

- Develop a strategy and development plan for data connectivity project between Patron/Hubspot/CI.com
- Develop plan to digitize the copy desk & editors and explore ways to make our digital story formats more reader-friendly.

To-Do's

- Adjust open rate to 6 a.m., Morgan share out messaging for newsletter
- Create workflows for our pilot unengaged subscribers
- Add Q2 Rocks to list

Issues

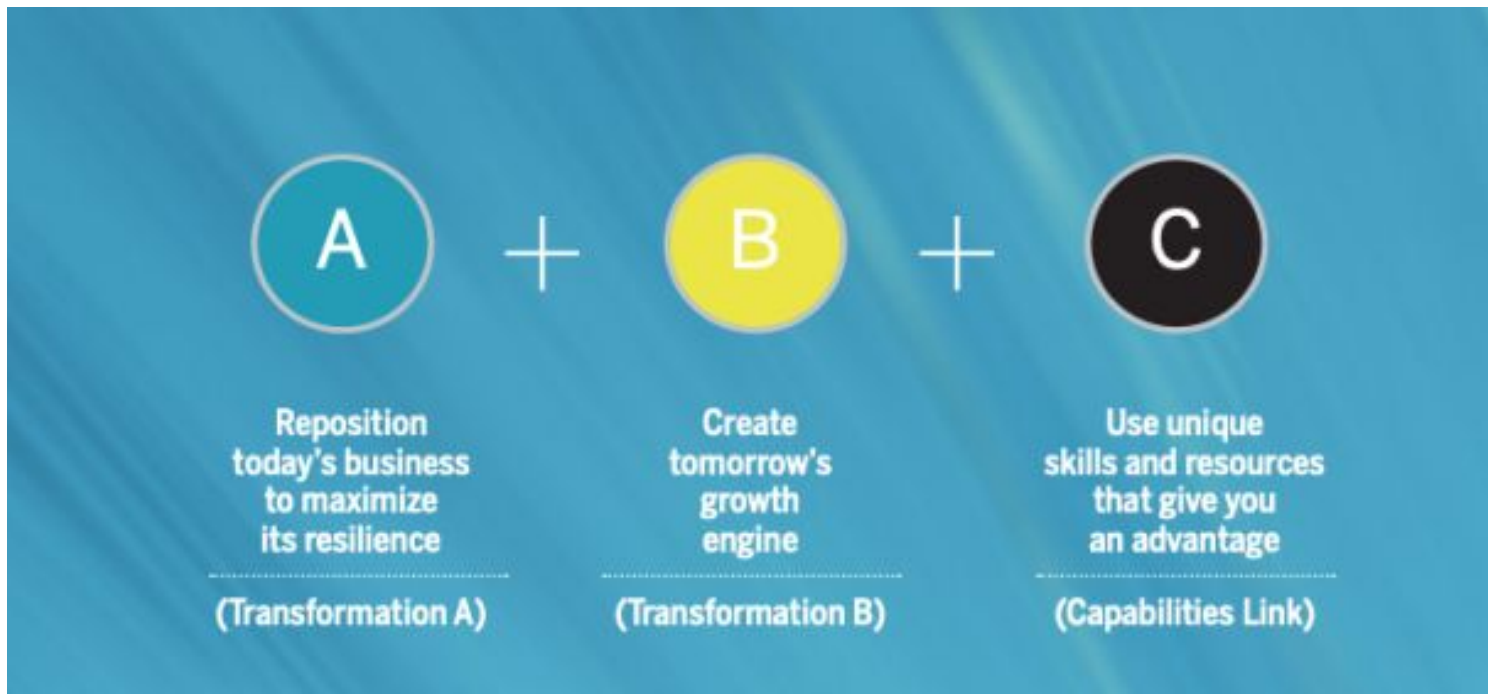
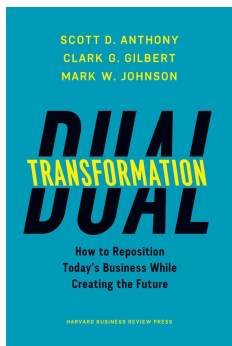
- New items:
 - Your favorite Storytelling from last week/any sponcon ideas
- Future items/blocked:
 - Summer OOO 8/7-7/11

Projects

- Editorial calendar
- Consider weekly newsletters to save subs who don't want daily
- Referral links for newsletter, swag & could we consider internal challenge (whoever gets most friends signed up)
- Short- and long-term solutions for

Completed

- ATX newsletter shifts
- Ensuring links are included when we manually place newsletter ads
- FYI: Marie at conference next Monday-Tuesday, Morgan will host next week's L-10
- Quarterly vacation check-in: are





Phygital Phase One (2020)

1. Nurture internal talent



- 2011 Cy-Fair Reporter
- 2013 Cy-Fair Editor
- 2015 The Woodlands Editor
- 2017 South Houston Managing Editor
- **2021 Digital Products Manager**



2. Hire expert consultants





3. Invest in technology & new talent

- Hubspot
- Canva
- Website Development
- Multi-Platform Journalists:
 - CI Storytelling
 - CI Patron
 - Trainings
 - Continuous Improvement



4. Focus branding & marketing

THE "CI LOCAL" PIN

Incorporated into our main logo, the simple, recognizable shape symbolizes our focus on local and making an Impact in every community we serve.

BOLD TYPOGRAPHY

We strive to make a bold impact in the lives of people and businesses around us.


COMMUNITY
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BRIGHTER COLORS

Our future is bright and so are our colors. The signature CI red and gray are lighter and brighter than ever.

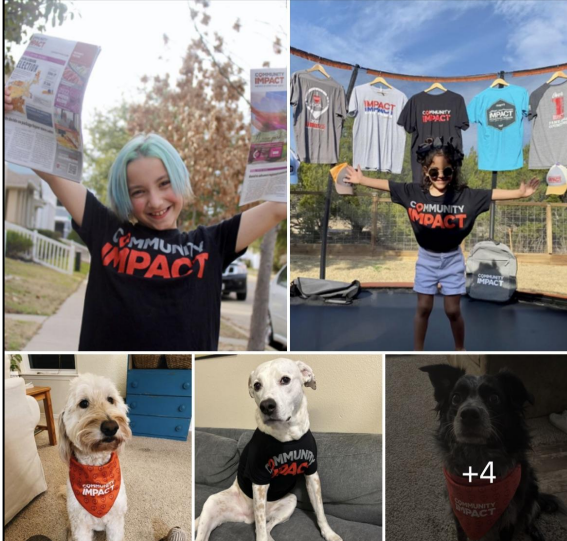





 **Community Impact**
6,239 followers
1w · 🌐

Have you heard the news? Community Impact has been selected as one of the [Best Place for Working Parents - Austin](#) businesses that are leading the way in family-friendly policies! We pride ourselves on being a great place to work for all kinds of families, fur babies included! Check out a few of our favorite family pictures below!

[#ciculture](#) [#bestplace4workingparents](#)
[#austinbusiness](#)




 **Vicki Chen** (She/Her) · 1st
General Manager at Community Impact
2w · 🌐

We cannot thank the [McKinney Chamber of Commerce](#) enough for honoring [Community Impact](#) as Small Business of the Year!

Terra and [Chad Hatcher](#) with Xtreme Heights Productions were a blast to work with! Their professional video perfectly captures how much we love [#McKinneyTX](#) and how lucky we feel to serve this community.

[Miranda Talley](#)
[Miranda Jaimes](#)
[Shelbie Hamilton](#)
[#mckcommunityawards23](#)
[#localnews](#)
[#journalism](#)
[#printaintdead](#)
[#mckinneytx](#)





5. Be entrepreneurial & experimental





6. Find what works

Everything



you need to
know about your
community in

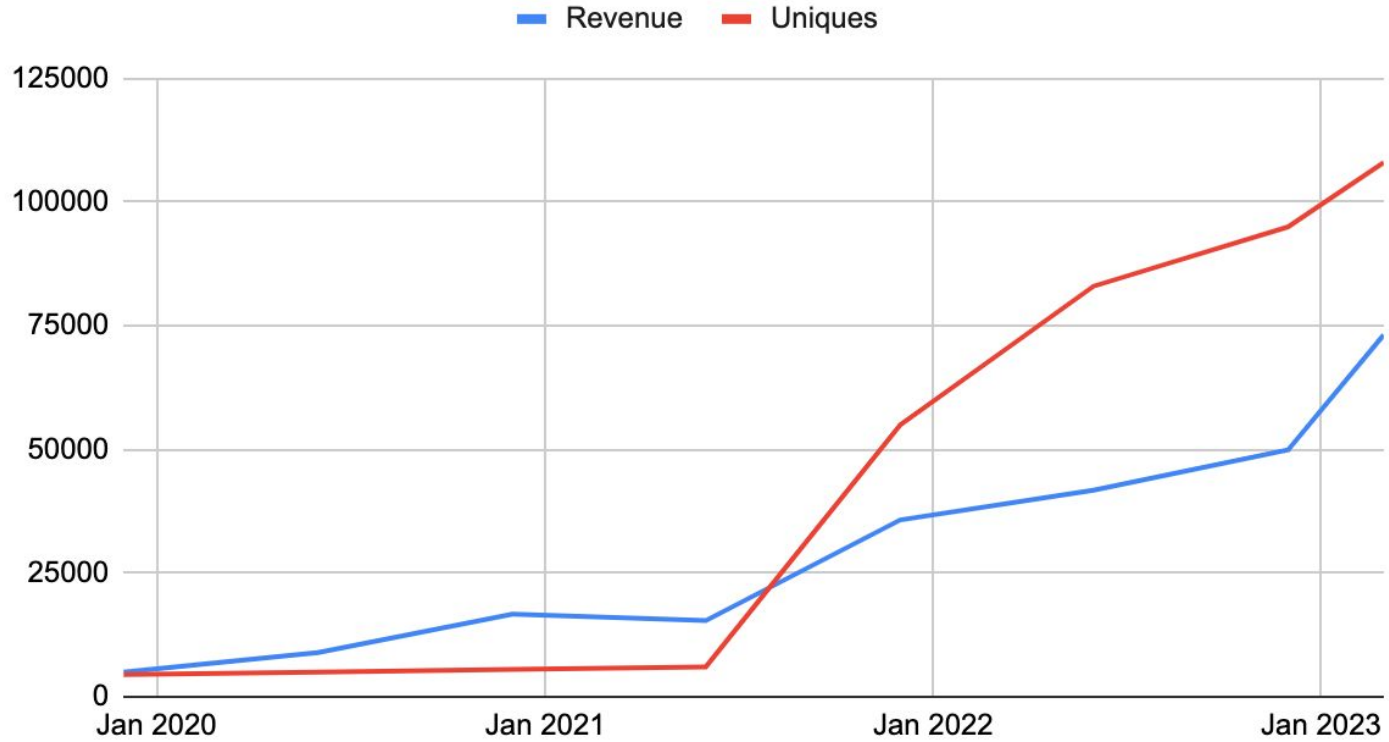
5 MINUTES

The CI Morning Impact Newsletter

- Daily curated CI content
- Conversational with personality
- Paid banners
- Paid storytelling



Newsletter Growth





2022

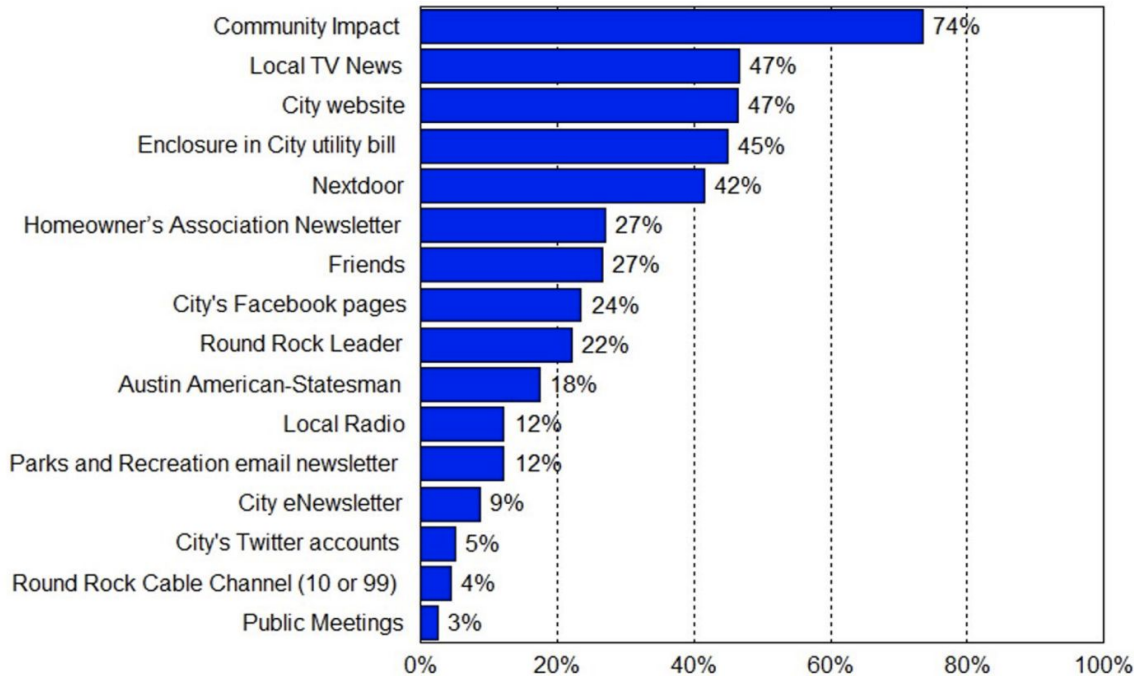




2020 City of Round Rock Survey

Q14. Sources Where Residents Currently Get Information About the City

by percentage of respondents (multiple selections were allowed)

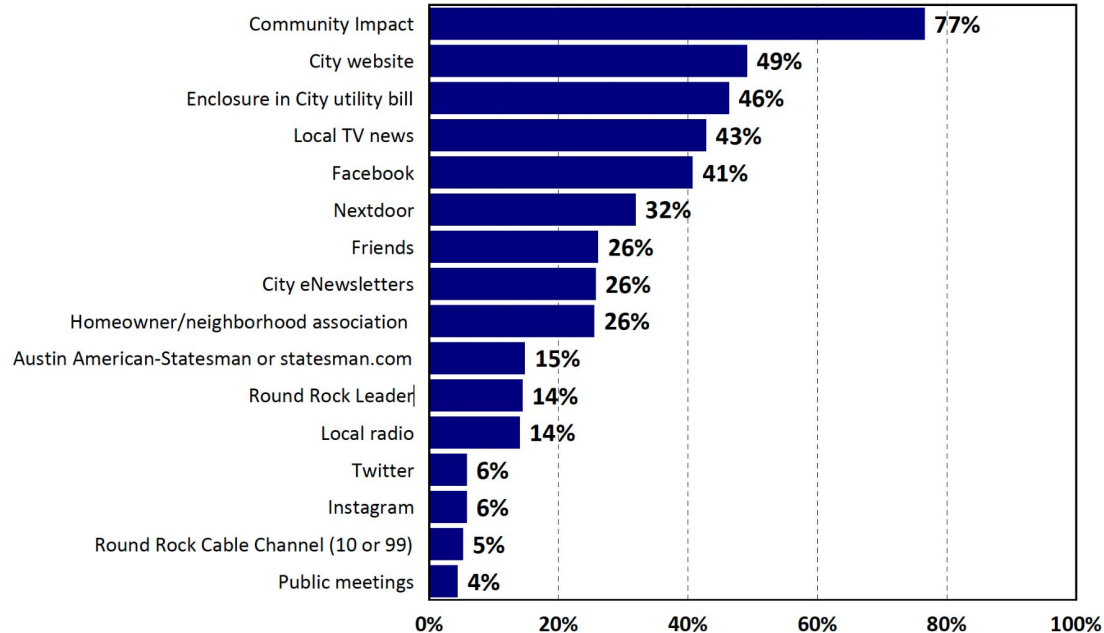




2022 City of Round Rock Survey

Q14. Sources Where Residents Currently Get Information About the City

by percentage of respondents (multiple selections could be made)





2023



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NEWS EVERYONE GETS

COMMUNITYIMPACT.COM

VOLUME 1, ISSUE 7 | OCT. 24 NOV. 20, 2022

Austin mayor, half of City Council up for election in November

More than 30 candidates are competing for a council seat at City Hall, located on Second Street downtown. (Photo: Thompson/Community Impact)

BY BEN THOMPSON

Austin City Council is poised for its most significant turnover in nearly a decade as the city continues to confront questions surrounding affordability, public safety, mobility and growth.

Several members of Austin's inaugural 100 council will be leaving as new council terms begin in January. The geographic district-based system has been criticized by some for selecting its council members who share demographics with and are closer to the communities they serve.

The current council has fielded criticism for its level of community engagement and several controversial policies, such as reducing police funding.

A crowded field of more than 30 candidates are vying for the chance to participate in the next council.

"It's going to be unique for voters because of term limits. A lot of familiar names are not on the ballot," said Brian W. Smith, a political science professor at St. Edward's University. "...for voters, what that means is we're going to have to do a little bit of homework."

COMMUNITY

NORTH CENTRAL AUSTIN EDITION

Local chain Ramen Tatsu-Ya celebrates 10th anniversary 7

Thirteen events around Austin in October-November 13

2022 VOTE VOTER GUIDE

Sample ballot 19

Austin local pairs coffee shop with martial arts & punk music 31

ONCE 'LIFELESS' DOWNTOWN DISTRICT TRANSFORMED INTO HEALTH CARE HUB

BY KATY MCFARRE

Five years ago, the now-dormant University Medical Center Bradenridge site was empty. Plans to close the Frank Davis Center were well in the works, and Waterloo Greenway, then called Walker Creek Conservancy, had just broken ground on the Waterloo Park project.

Since then, northeast downtown has transformed into a health-focused innovation district—complete with a state-of-the-art teaching hospital annex at Dell Seton Medical Center at the University of Texas at Austin, and UT Health, Dell Medical's clinical practice—and ushered in new office space, Waterloo Park and the Moody Center.

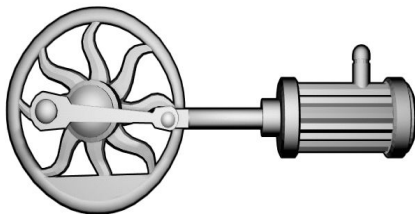
COMPLUED-04-12

INNOVATION DISTRICT GROWTH

The Innovation District is a health care-focused area southwest of the Texas Capitol.

SUPPORT local JOURNALISM

Become a Patron today!



YOUR AD HERE

Lewisville | Flowermound | Highland Village

They're all about the best local news in Flowermound, including 98% city council savings, the newest businesses coming to town, and the local housing market.

11 businesses now open or coming soon to Round Rock

Local business owners and employees are excited about the new businesses coming to Round Rock.

More Austin Water News

CI Morning Impact

YOUR AD HERE

Good morning, Frisco!

Frisco is a beautiful city with a lot of things to see and do. Here are some of the best things to see and do in Frisco.

The Story

Circle Klocity in Frisco continues to grow, introduces new products

Circle Klocity in Frisco continues to grow, introducing new products. Circle Klocity in Frisco is a state-of-the-art convenience store and grocery store. It features a wide variety of products, including fresh produce, bakery items, and more. Circle Klocity in Frisco is a great place to shop for all your needs.

When you begin morning routine, it's important to get your body moving. Here are some ways to get started.

How to get the most out of your morning routine

How to get the most out of your morning routine. Here are some tips to help you get the most out of your morning routine.



Phygital Phase Two (2023)

1. Build systems to listen and act

- What does our next chapter look like as we focus on Texas?
- What does CI (and you) need to ensure our future?

Top Category: Company Strategy (primarily from Editorial & Design Departments)

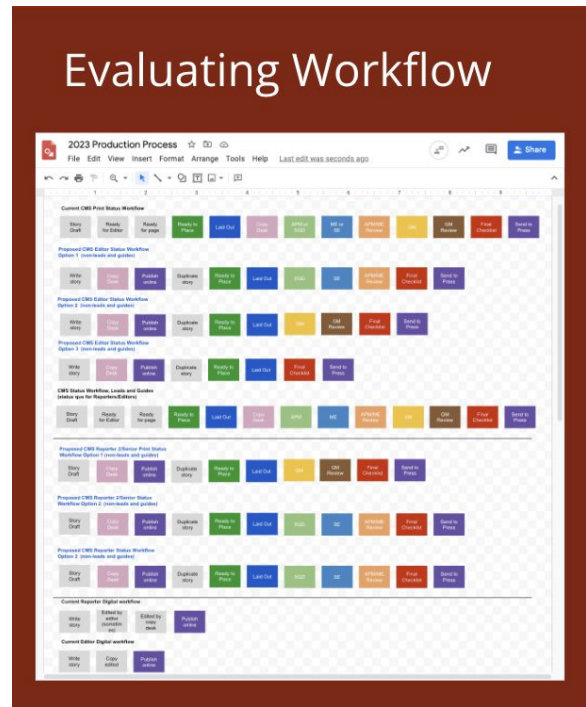
Bottom Category: Increase work from home days



2. Start the future today

2025 Journalism Task Force

- Print + Digital + Design collaboration
- Creative structure for tasks
- CI Simple



3. Looking for Company B







Let's chat!



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Tess Coverman

VP Sales & Marketing

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Marie Leonard

Content Director

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