memberships + subscriptions = ?
It happened. I've been laid off.
BRUTAL WEEK OF LAYOFFS IN THE NEWS BUSINESS
Newsroom employment declined 23% between 2008 and 2017

Number of U.S. newsroom employees in news industries, in thousands
Almost seven-in-ten Americans are exhausted by the news – Republicans more so than Democrats

% of U.S. adults who ___ these days

<table>
<thead>
<tr>
<th></th>
<th>Like the amount of news</th>
<th>Are worn out by the amount of news</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>30%</td>
<td>68%</td>
</tr>
<tr>
<td>Rep/Lean Rep</td>
<td>21%</td>
<td>77%</td>
</tr>
<tr>
<td>Dem/Lean Dem</td>
<td>37%</td>
<td>61%</td>
</tr>
</tbody>
</table>

PEW RESEARCH CENTER
My desire to be well-informed is currently at odds with my desire to remain sane.
Subscriptions

Memberships

Ads

Donations

Privileges

Passion

No passion

No privileges

Steady
• newsletters, podcasts
• well-loved journalists
• niche audiences
Steady
Don’t wait.
sebastian@steadyHQ.com