



INTERNSHIPS with LOOKOUT SANTA CRUZ REBELE SCHOLAR PROGRAM, STANFORD

INSIDE THE LOCAL DIGITAL NEWS BUSINESS

[Lookout Santa Cruz](#) is now building a first-of-its-kind model to revive the local news landscape. We are aiming to repopulate the ever-growing news deserts, armed with great optimism and with great application of the best digital news successes and business/tech models of the last decade.

Our goal remains the same: Prove out that readers and marketers can bring a new primary news site to profitability. We are overachieving on that goal's timeline, and, later this year, will begin planning for Lookout Local expansion to other communities and markets.

Approaching our six-month birthday, we are exceeding our forecasts in every way:

- 10,000 registrants. In the digital news business, registrants point to health and growth. Registration is about the relationship between individual readers and our journalists and journalism. More than 8000 of them get – and prize – our Morning Lookout and Covid PM newsletters
- 750 fully paying members, after just two months of a paywall. Seventy-seven percent of them, showing their commitment with annual accounts. Only four members have cancelled in five months, the lowest industry “churn” rate we’ve ever heard of.
- 15 Marketing Partners, embracing our unique commerce and community mission. In less than half a year, such major institutions like Santa Cruz County Bank, UC Santa Cruz, Cabrillo College, New Leaf Community Grocery and Kaiser Permanente. These are all multi-month commitments.
- 10 correspondents and editors now in our newsroom, with plans for more growth in the year ahead, creating what many in the county now see as the go-to, biggest and best local newsroom.

In addition, it's daily, and now face-to-face, communication with people in all our communities that affirms our strongest sense: We have built it, and they are coming.

With society's reopening, Lookout now begins our Second Wave.

In content, we're adding a full-time business and tech correspondent, two or three additional newsletters and broadening our coverage.

In business, we've added new part-time positions to push us forward in two key areas: Head of Events and Product Innovation.

In total, we now have 15 people creating the Lookout model. We are moving back into our offices in downtown Santa Cruz, fostering the kind of collaboration that was envisioned at Lookout's launch, and delayed by COVID.

Into this landscape, we now seek spirited intern(s). Interns will both contribute to and learn the processes that make Lookout unique. We're looking for interns who appreciate a fast-moving environment, and the ability to work with an energetic team.

Most specifically, as we look at the rest of 2021 ahead, here are the kinds of internships we can support::

- **Culture, arts, food and entertainment:** Lookout is pivoting from our essential COVID reporting and analysis to covering Santa Cruz Comes Back to Life. That will include both a new community guide to events and widening plan to cover entertainment, arts and recreation in the county. We're looking for an intern interested in working with both the guide development and the expanded storytelling.
- **Membership and growth and business modeling:** Our reader revenue model is based on the New York Times highly successful model, built over a decade, and covered in detail by Ken Doctor, in his role as a news industry analyst. We have, of course, scaled that way down, but importantly applied its principles. We have built an outsourced tech stack, including the LA.Times (provider of our content management system), Pico (paywall), Active Campaign (data-centric audience through email/newsletters), Blue Lena (targeting), Parsley and Google Analytics (analytics), Subtext (text messaging) and more. Our community-centric marketing of membership combines with our social targeting to rapidly turn registrants into members. We're looking for an intern interested in building these processes, adapting as we learn more and more about our readers and market.
- **Student engagement:** Our Student Access and Engagement program, too, is modeled on the New York Times' own successful program. We are aiming to provide free access to Lookout for all of Santa Cruz County's 40,000 college and high school students. That ambitious goal is mostly funded, and likely to be met soon. That access is just a first step. Lookout aims to add student voices -- in text and video -- to Lookout itself in the fall. In preparation for that, there's a lot of work to be done in content creation planning and student/school connections. We're looking for an intern interested in helping build these programs, add ideas and make vital student and community connections.

If you're looking for these things, you should apply:

- * A startup environment where everyone has a voice and helps formulate every part of the business (yes, even interns).
- * Working alongside and getting mentoring from an experienced group of digital business veterans, innovating state-of-the art local business models.
- * A collaborative, ever-changing work environment where no one day is quite the same.
- * A passion for funding the next journalism. Creating real value for customers--to pay the bills of journalism.
- * Digital, digital, digital. No nostalgia over making the front page and clipping it for mom here. We need to be reaching the audience of now and the future, and be sharply focused on that mission — particularly the mobile experience.
- * A detail-oriented team player. Assignments will range from phone/email outreach for information/data gathering and input to reporting assignments of varying complexities.

How to apply:

Please email a letter explaining why you're interested in working with Lookout along with a resume with references to Ken Doctor, CEO and founder at ken@lookoutlocal.com

