But for our next call, I want to broach a different topic:

**How do we build a better way to reach the public? Just as Fox conquered cable TV, Breitbart has conquered Facebook. We need to transform not only how we engage with potential readers/ viewers/ listeners and contributors but how we reach them.**

**How do we introduce ourselves to communities that don’t yet know us? Must we buy into corporate social media as our primary distributor? If not, how else do outlets get into a position where we can begin to build a trusted relationship?**

Food for thought:

<https://www.fastcompany.com/3056057/most-innovative-companies/how-buzzfeeds-jonah-peretti-is-building-a-100-year-media-company>