

## **Q&A about the Charlotte News Network**

Q: What is the Charlotte News Network?

Great journalism is happening out there. New community websites and lively blogs have cropped up in the Charlotte region, covering what's really important to people in their everyday lives. These hyperlocal sites drill into Charlotte's neighborhoods and communities. The Charlotte News Network will show off the best of this daily work through links on the home page of CharlotteObserver.com and articles in the newspaper.

Q: Who can join?

Websites and blogs in the Charlotte News Network must be committed to the basic tenants of journalism – truth and fairness. While a variety of content will be considered – from hard news to lifestyle to opinions – the work must be original. It must be relevant to the Charlotte region and suitable for a general audience. We expect partners to update their sites at least five days a week.

Q: Who cannot join?

We will evaluate every application that comes in, however we will not accept promotional websites for businesses, governments, etc., nor will we consider offensive sites or those that promote bigotry.

Q: How do I benefit from joining the Network?

As a partner, you will:

- Maintain full control of your site, content and business
- Increase your exposure, traffic and audience from direct links on CharlotteObserver.com and articles in the newspaper.
- Have permission to run four full-length Observer stories a week on your site
- Get invited to training seminars throughout the year
- Have opportunities to join other Charlotte News Network partners on editorial projects

Q: How does the Observer benefit?

The Charlotte Observer strives to cover the region as fully as possible. We are excited to welcome outside partners to enhance our coverage.

Q: Does it cost anything?

There is no money involved in this partnership. Right now, this is a content sharing agreement.

Q: How do I join?

First, fill out this application and sign the content license agreement. We'll evaluate your site and get back in touch.

For more information, contact Innovations Editor Jen Rothacker, [jrothacker@charlotteobserver.com](mailto:jrothacker@charlotteobserver.com) or 704-358-5081.