

Permissions

Report Title: Revenue Generation for Thought-Leader Publications: Monetizing Quality Content in Integrated Advertising Sales

Student: Meaghan Breanne MacDonald (301148197)

Description of permissions includes: This document includes written permission via email for screenshots used in the report. It also includes email permission to talk about business-to-business interaction from the companies featured in the report's case study.

- Claire Thompson at Grist.org
- Terry Furry at East Bay Express
- Brand permissions at Facebook
- Amy Robinson at LOCO BC
- Laurie Saito at The Stranger
- Maureen Cureton at Vancity



Meaghan MacDonald <meaghan.macdonald@gmail.com>

Re: grist.org contact form

1 message

Claire Thompson <cthompson@grist.org>

Mon, Nov 26, 2012 at 2:46 PM

To: Meaghan MacDonald <meaghan.macdonald@gmail.com>

Hi Meaghan,

You can feel free to use the screenshots as long as they're just for your thesis. Thanks and best of luck!

On Wed, Nov 21, 2012 at 3:10 PM, Meaghan MacDonald <donotreply@wordpress.com> wrote:

Name: Meaghan MacDonald

Email: meaghan.macdonald@gmail.com

What would you like us to know?: Hey Grist,

Finishing up my Master of Publishing thesis, which is based on my experience working in revenue generation at The Tye (www.thetye.ca). In the context of interesting ways to engage with readers and how we learn from our peers (ie Grist), I use screenshots of your direct mailers (specifically one from Marylhurst University) and of your "Featured Friends" program.

It would be great to have your permission to use these screenshots (Simon Fraser University requires it before submission). An email back showing this inquiry with your approval would be very much appreciated.

Thanks a bunch!

-Meaghan

Message Type: Something else entirely

user-agent: mozilla/5.0 (macintosh; intel mac os x 10_6_8) applewebkit/537.4 (khtml, like gecko)
chrome/22.0.1229.94 safari/537.4

Time: Wednesday November 21, 2012 at 6:10 pm

IP Address: 96.49.145.95

Contact Form URL: <http://grist.org/contact/>

Sent by an unverified visitor to your site.

--

Claire Thompson | Editorial Assistant

Grist | www.grist.org | A Beacon in the Smog®

206.876.2020 ext. 233

710 Second Ave, Suite 860, Seattle, WA 98104



Meaghan MacDonald <meaghan.macdonald@gmail.com>

Image permission for masters thesis

3 messages

Meaghan MacDonald <meaghan.macdonald@gmail.com>

Wed, Oct 10, 2012 at 4:55 PM

To: terry.furry@eastbayexpress.com

Hi Terry,

Jody's out-of-office notification pointed to you; wondering if you can help me out. I'm about to submit my thesis for the Master of Publishing program at Simon Fraser University in Vancouver, Canada. It is entitled: "Revenue Generation for Thought-Leader Publications: Monetizing Content in Integrated Advertising Sales." In it, I use a image of a campaign run by East Bay Express, which I have attached here. I believe this "Think Indie" campaign ran a few years back and featured pictures of local businesses. I use this image, as well as a similar one from The Stranger to illustrate innovative ways to advertise/promote local businesses that resonate with readers.

Please let me know if it is acceptable to use this image, which will be published both online and in print at SFU's library. Your response will be printed and included in the permissions package I must submit with my thesis.

Thanks!

--

Meaghan MacDonald

[Twitter](#) | [LinkedIn](#)

c: 778-887-9435



example1.JPG
168K

Terry Furry <Terry.Furry@eastbayexpress.com>
To: Meaghan MacDonald <meaghan.macdonald@gmail.com>
Cc: Terry Furry <Terry.Furry@eastbayexpress.com>

Thu, Oct 11, 2012 at 9:23 AM

Good Morning Meaghan,

Congratulations on your Master's Thesis.

Please feel free to use the Think Indie Graphic you attached.

The East Bay Express launched the Think Indie project supporting independent businesses and the localization movement in 2008, and since that time has been running in our publication weekly.

The qualifications to participate :

If the business can answer YES to these six questions, they are likely qualified to participate:

Is this business registered in an local city, with no corporate headquarters outside of the Bay Area?

Is this business privately held and not publicly traded?

Does the business make independent decisions regarding the name and look of the business, as well as all business purchasing, practices, hiring and distribution?

Does the business pay all its own marketing, rent, and other business expenses (without assistance from a corporate headquarters)?

Does this business have six or less outlets, with at least 50% of its outlets in Northern California?

Do at least 50% of the managing owners of the business live in Northern California?

Best,

Terry Furry

Sales and Marketing Director

East Bay Express

620 3rd Street

Oakland, CA 94607

Desk : 510 879 3710

Fax: 510 879 3793



From: Meaghan MacDonald [mailto:meaghan.macdonald@gmail.com]
Sent: Wednesday, October 10, 2012 4:55 PM
To: Terry Furry
Subject: Image permission for masters thesis

[Quoted text hidden]

Meaghan MacDonald <meaghan.macdonald@gmail.com>
To: Terry Furry <Terry.Furry@eastbayexpress.com>

Fri, Oct 12, 2012 at 11:32 AM

Hi Terry,

Thanks for the info. The Tye is working with [LOCO BC](#) on a similar project as the media partner (their local business members will be featured in rotating ads on our site). Great to see this is still a staple in your paper!

Your prompt response on the permission is greatly appreciated.

Have a great weekend,

-Meaghan

[Quoted text hidden]



Meaghan MacDonald <meaghan.macdonald@gmail.com>

**Facebook has Received your Brand Permission Request REF: BPR492638
for BPR for Simon Fraser Universi**

1 message

Facebook <atlas-reply@thefacebook.com>
Reply-To: brand-permission@fb.com
To: meaghan.macdonald@gmail.com

Tue, Nov 20, 2012 at 4:00 PM

Your Request Number: BPR492638

Short description: BPR for Simon Fraser University
Description:

Created: 2012-11-20 04:00:04 PM
Updated by: noreply
Additional comments:

Ref:MSG4388452



Meaghan MacDonald <meaghan.macdonald@gmail.com>

permission to use LOCO in SFU thesis

2 messages

Meaghan MacDonald <mmacdonald@thetyee.ca>
To: Amy Robinson <amy@locobc.com>

Wed, Nov 21, 2012 at 3:14 PM

Hi Amy,

I think I've mentioned in passing that I've been working on my Master's thesis while working at The Tye. In the paper I have talked about the partnership between LOCO, Vancity, and us to illustrate forward-thinking revenue generation ideas as well as how a publication can leverage content to sell advertising (series we will publish as a part of the ad contract with you).

I also use a screenshot of the Tuesday Mixer ads to show what an "ad template" looks like.

SFU requires written permission for the screenshots, so if you could respond to this with an approval (all I need is an email printed), that'd be superb!

Thanks,

-mm

--

Meaghan MacDonald
Advertising & Sales | [The Tye](#)

[Twitter](#) | [LinkedIn](#)

p: 604-689-7489 x2 | f: 1-866-237-5780

Mailing address:

105 - 211 E. Georgia St., Vancouver BC V6A 1Z6

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Amy Robinson <amy@locobc.com>
To: Meaghan MacDonald <mmacdonald@thetyee.ca>

Wed, Nov 21, 2012 at 3:21 PM

Sure, that's great!

[Quoted text hidden]

--



Amy Robinson
604-351-1664
locobc.com | [facebook.com/locobc](https://www.facebook.com/locobc) | @LOCObc
1075 Victoria Drive
Vancouver, BC V5L 4G3



Meaghan MacDonald <meaghan.macdonald@gmail.com>

Screenshot permission for masters thesis

2 messages

Meaghan MacDonald <meaghan.macdonald@gmail.com>

Wed, Oct 10, 2012 at 4:26 PM

To: editor@thestranger.com, legaldepartment@thestranger.com

Hello Strangers,

I'm about to submit my thesis for the Master of Publishing program at Simon Fraser University in Vancouver, Canada. It is entitled: "Revenue Generation for Thought-Leader Publications: Monetizing Content in Integrated Advertising Sales." In it, I use a image of a campaign run by The Stranger, which I have attached here. This "Think Local" campaign ran a few years back and featured pictures of local businesses. This image is used to illustrate innovative ways to advertise/promote local businesses that resonate with readers.

Please let me know if it is acceptable to use this image, which will be published both online and in print at SFU's library.

Thanks!

-Meaghan

--

Meaghan MacDonald

[Twitter](#) | [LinkedIn](#)

c: 778-887-9435



StrangerExample[1].JPG

120K

Laurie Saito <laurie@thestranger.com>

Wed, Oct 10, 2012 at 5:36 PM

To: Meaghan MacDonald <meaghan.macdonald@gmail.com>

Hi Meaghan,

Yes, you are granted permission to use the Think Local ad image for your thesis, to be published both online and in print at the Simon Fraser University library in Vancouver, CAN.

Best regards,

Laurie Saito
General Manager
The Stranger
1535 11th Avenue, 3rd Floor
Seattle, WA 98122

[206-323-7101](tel:206-323-7101) x3009
[206-325-3247](tel:206-325-3247) fax
laurie@thestranger.com
<http://www.thestranger.com>

[Quoted text hidden]

[Quoted text hidden]

<StrangerExample[1].JPG>



Meaghan MacDonald <meaghan.macdonald@gmail.com>

Vancity mention in SFU thesis

2 messages

Meaghan MacDonald <mmaacdonald@thetyee.ca>
To: Maureen Cureton <Maureen_Cureton@vancity.com>

Wed, May 23, 2012 at 1:22 PM

Hi Maureen,

A request for you related but unrelated to The Tyee/LOCO project:

As I may have mentioned, I'm juggling work here full time with writing my thesis for the Master of Publishing program at SFU. My topic relates to innovative revenue generation models for online publishers and I would love to discuss the Vancity/LOCO/Tyee relationship. Is this possible? Nothing related to numbers or proprietary information. I'd mostly like to touch on how The Tyee leverages our content as a part of an overall strategy (so the editorial series we've committed to once Amy's campaign is ready to go). I'd also like to mention why the relationship makes sense and is a win-win-win for all involved. You are of course free to read any sections with Vancity mentions before it is "published."

Let me know what your policy/feelings are on this is.

Feel free to give me a call at the office if you'd prefer!

Thanks so much,

-Meaghan

--

Meaghan MacDonald
Advertising & Sales | [The Tyee](#)

[Twitter](#) | [LinkedIn](#)

p: 604-689-7489 x2 | f: 1-866-237-5780

Mailing address:
105 - 211 E. Georgia St., Vancouver BC V6A 1Z6

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Maureen Cureton <Maureen_Cureton@vancity.com>
To: Meaghan MacDonald <mmaacdonald@thetyee.ca>

Mon, May 28, 2012 at 8:07 AM

Hi Meaghan,
apologies, this email went into my junk folder.
Yes, no problem, you can mention this relationship in your thesis, although sadly things seems to have stalled at LOCO's end.

I think you may know that William Azaroff from my dept is meeting with The Tyee too for general discussion of how we can work together etc. I reminded him of this relationship although didn't go into any detail about the project.

cheers
Maureen

Maureen Cureton, Green Business Manager
Community Investment, Vancity
d 604 709 6934; c 778 228 8069
maureen_cureton@vancity.com

From: Meaghan MacDonald [mmacdonald@thetyee.ca]
Sent: Wednesday, May 23, 2012 1:22 PM
To: Maureen Cureton
Subject: Vancity mention in SFU thesis

Hi Maureen,

A request for you related but unrelated to The Tyee/LOCO project:

As I may have mentioned, I'm juggling work here full time with writing my thesis for the Master of Publishing program at SFU. My topic relates to innovative revenue generation models for online publishers and I would love to discuss the Vancity/LOCO/Tyee relationship. Is this possible? Nothing related to numbers or proprietary information. I'd mostly like to touch on how The Tyee leverages our content as a part of an overall strategy (so the editorial series we've committed to once Amy's campaign is ready to go). I'd also like to mention why the relationship makes sense and is a win-win-win for all involved. You are of course free to read any sections with Vancity mentions before it is "published."

Let me know what your policy/feelings are on this is.

Feel free to give me a call at the office if you'd prefer!

Thanks so much,

-Meaghan

--

Meaghan MacDonald
Advertising & Sales | The Tyee<<http://thetyee.ca/>>

Twitter<<http://twitter.com/#!/meaghanbreanne>> | LinkedIn<<http://ca.linkedin.com/pub/meaghan-macdonald/29/4b2/19b>>

[Quoted text hidden]