

The New York Times Company: 2020 Investor Interests

Participant Comments

Shareholders of The New York Times Company were invited to offer their views of investor interests, including open comments responding to the three questions addressed in this report. All responses to these questions are presented on the following pages without editing other than to eliminate identifying information, according to the questionnaire's stated commitment.

- *Do you have any questions or comments for NYT's management?*
- *Is there anything you would particularly like to have NYT management address in one of its quarterly conference calls, or in a special report?*
- *Do you have any questions or comments you'd like us to report to other shareholders or analysts?*

See also:

September 30, 2020 Forum Report

Questionnaire

(print of website presentation)

Do you have any questions or comments for NYT's management?

- More sports in your international version, please!
- What plans do you have for advancing the ethics in today's journalism ? How do you plan to attract talented young people to journalism ?
- Keep doing the great job that you are doing every day.
- How do you view The NYT's partnership with ProPublica?
- Predictably, the NYT has gone overboard in correcting its previous imbalanced attention to racial matters. I'm a supporter of BLM, but the NYT coverage strikes me as going out of its way to cover the movement. But do not let up on calling attention to Trump's corruption.
- You guys are the experts, and I'm sure you have considered it, but I would imagine that there is enormous potential to leverage your national and international reporting across many new paid digital subscribers by offering local content specific to many locales. Local papers are really dying. You could replace many of them and throw in excellent national/international coverage. Plenty of local reporters out there looking for a job. But, as hard as it seems, you may have to consider a name change for a product like this!
- What is the new CEO's strategy.
- Love your graphic presentation of data, but not the Cultural Revolution style of censorship of untrendy viewpoints.
- Support for diverse views is laudable but must not overrule screening out false narrative, misinformation, and other content that does not meet NYT journalistic standards. We can have diverse viewpoints without giving a stage to partisan hacks.
- I envision a global media conglomerate, with central reporting, producing & IT, and local reporters in every city of the world.
- Stay focused on telling us the truth -- an thanks!
- The New York Times has devalued its brand by succumbing to the left/liberal orthodoxy that defines academia and the Democratic Party. Not only has this harmed the paper's journalistic credibility, it has the potential for long-term consequences as the institution increasingly becomes a megaphone for a point of view rather than embracing multiple viewpoints. The current approach may work in the age of Trump, but it already reflects a corrosion of journalistic principles.
- As a reader since 1946, I am disturbed by steady changes in the content of the paper, most notably in the soft sections of the Sunday paper, but to some extent in the daily as well. This is a matter of age, of course, nevertheless disturbing. Has The Times gone too far? I refer to extravagance of design, as well as an apparent switch from neutrality in news editing to outright partisanship which I find more and more obvious even though I personally agree with it. Does this not reduce the value of The Times as an investment?
- keep up audience outreach at NYC headquarters & forums - some programs have been excellent
- See my last comment
- Show courage and tell it fairly. Our country is at stake. Trump is actually keeping our country from entering the dark ages of our history. He is slowing down Iran from being a greater threat. What happened to bi-partisan cooperation. These are very critical times for our country. We now have creeping socialism. Nothing to scoff at or dismiss. For the last 5-6,000 years, socialism has NEVER worked. Do you really think this time is different? Trump is not the nicest person but he has done a lot of good for our country. Great civilizations have lasted for 10 generations - 250 years, almost without exceptions. We have only 5-1/2 years to go. Don't believe me, just check it out for yourself. *[identification deleted]*
- For all management's insistence that The Times can do without free-standing copy editors, it can't. There have been too many embarrassing errors in judgment, giving the lie to the claim that all stories are carefully checked by at least three editors.
- While I wish the Times business reporting was more robust I do get what I need elsewhere.
- The NY Times should go back to allowing a US Senator to express their opinions on the opinion page; the NY Times should go back to fact check both sides of a story; and the NY Times should be true to its creed -- "All the news that fit to print."

Is there anything you would particularly like to have NYT management address in one of its quarterly conference calls, or in a special report?

- There have been some embarrassing lapses that could have been caught by a copy editor. Are you considering bringing back some free-standing copy editors?
- I have held my shares for many decades out of loyalty to journalism--not profit.
- Actual and expected digital subscriber churn by cohort. 2) Development efforts of new products to deliver increasing value to the subscriber. i.e. to demonstrate that the value of being a subscriber far exceeds the cost, and at an increasing rate. Thank you, Matt
- The daily newsletter is a tremendous draw to the brand and leads to lots of sharing and thus sampling with non-readers. Why is there not a Saturday edition?
- Yes. A basic question. Who is in charge of the newsroom? The publisher and editor, or reporters/staffers with an agenda who seem to be shaping key journalistic decisions.
- The points raised above.
- consideration/financial viability of not-for-profit structure
- More granular view on pricing cohorts and overall financial impact of price increases. Margin expansion: a significant portion of the cost structure is somewhat fixed, it would be great for management to put some hard stakes in the ground regarding margin expansion objectives. The company is now very capital efficient and cash generative, it is more than time that it presents to shareholders a coherent and value maximizing capital allocation strategy.
- Return the television detail page.
- How NYT might be thinking about filling the void left by local reporting in other markets (l.e. California edition)
- Rethink its decision to eliminate freestanding copy editors.
- a greater understanding of the revenue potential and profit opportunity of digital, video, and podcasts.

Do you have any questions or comments you'd like us to report to other shareholders or analysts?

- Any potential plans for change in ownership
- It is wonderful to see the NYT turn its battleship into a true multimedia leader with superior storytelling and investigative skills.
- How do they feel about the removal of the television detail page?