

## Summary: Building an Audience

*Roy Lilley*

- Roy Lilley's e-letter on the NHS and health was started 4 years ago and now has a readership of about 170,000 – on a par with a national newspaper. It does not take advertising and is funded by Roy.
- It grew by recommendation.
- 'Do what you do best and link to the rest' is the guiding maxim.
- Its success is probably derived from the fact that Roy is not beholden to anyone. Readers believe they can tell Roy their truths, and the e letter reflects the views of the people Roy is in contact with.
- The success of the e letter could be a harbinger of what will happen to journalism: people will publish what they want to publish themselves.
- But content will remain king. There will still be a need to remain authentic.
- This will not detract from the need for professional standards. The need to be fair and legal and honest will also remain as important. But this will need to be framed and judged in a completely changed way and time, for a completely different audience. People will put their own news together.
- How journalists fit into this rapidly changing and unpredictable landscape and still retain a viable role is their greatest challenge.