



Telling Stories. Changing the Conversation.

## Ark Republic participates in Thought Leader Summit

**For Immediate Release**

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**Newark, N.J.** (May 21, 2018) — Ark Republic ([www.arkrepublic.com](http://www.arkrepublic.com)) participated in the American Press Institute's invite-only [Thought Leader Summit](#) last week in Arlington, Va.

The summit focused on reader revenue and effective subscription strategies. From large companies such as the New York Times, to newly formed startups, like Ark Republic, the daylong event paired news executives with researchers, audience development teams and foundation officers in collaborative working groups.

Summit participants shared their expertise and experience to generate ideas on how to create and maintain sustainable revenue flow from audiences that become more engaged.

In press statement, API said:

At a time when the industry is in search of more robust business models, part of the solution is for news organizations to recognize the role subscriptions, memberships and other forms of direct support from audiences can play in sustainability.

Ark Republic was the only Black, woman owned company at the summit. Founded by Kaia Niambi Shivers in 2017, she joined a handful of other startups working their way through the changing media landscape.

“This weekend was transformative for me. Participants were generous with their ideas and candid about the radical steps that news organizations need to take to survive,” said Shivers. “The beauty of it all is that Ark Republic started with the most fundamental part of the formula: invest in the people.”

### **About Ark Republic**

Ark Republic launched in May 2017 as a membership-based, advertisement-free media outlet providing 100% original multimedia coverage of under-explored, under-examined and under-reported stories. *The Ark* is fueled by productive engagement, robust storytelling and an accessible infrastructure.

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