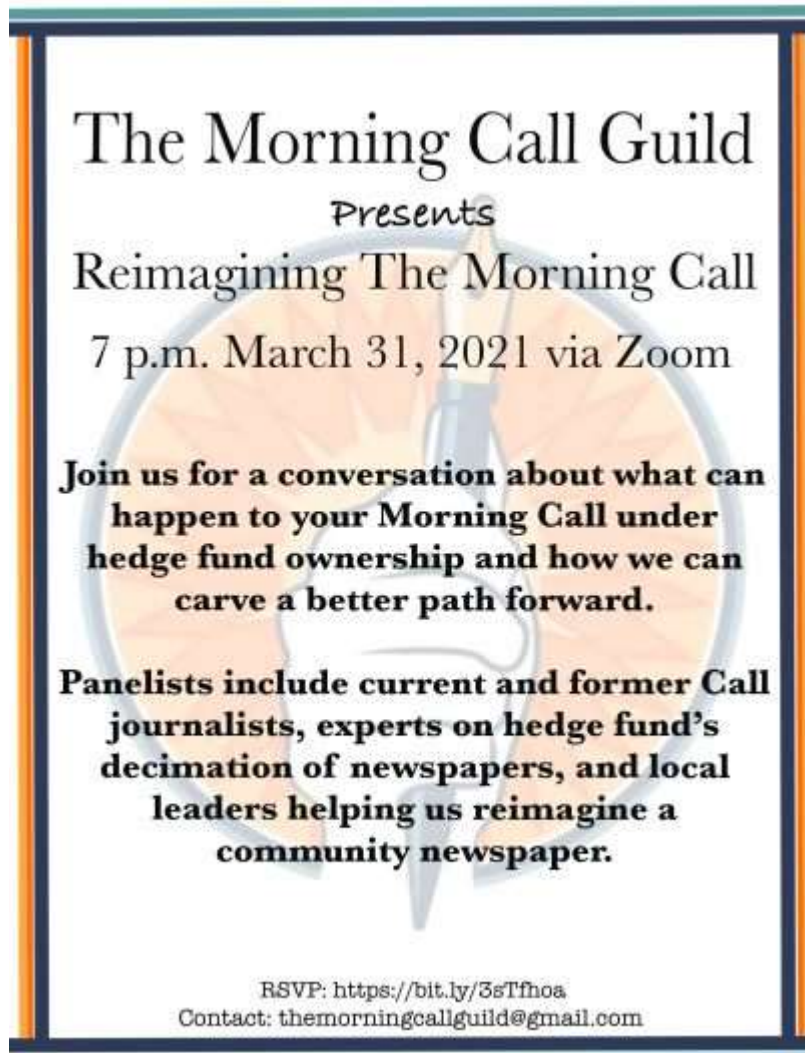


# Reimagining the Morning Call

The Bethlehem Gadfly Morning Call March 20, 2021

🌀 *Latest in a series of posts about the Morning Call* 🌀

Now this is interesting. Reimagining the Morning Call. In fact, the title of the registration ticket for this webinar is “Save Our Morning Call.”



**The Morning Call Guild**  
Presents  
**Reimagining The Morning Call**  
7 p.m. March 31, 2021 via Zoom

**Join us for a conversation about what can happen to your Morning Call under hedge fund ownership and how we can carve a better path forward.**

**Panelists include current and former Call journalists, experts on hedge fund's decimation of newspapers, and local leaders helping us reimagine a community newspaper.**

RSVP: <https://bit.ly/3sTfnoa>  
Contact: [themorningcallguild@gmail.com](mailto:themorningcallguild@gmail.com)

Interesting.

Now Gadfly is an old dawg. He is a newspaper kind of guy. Real “paper.” On the porch in the morning. Over breakfast in the morning.

But even he must admit that there is little in the way of, especially, national news that he doesn't already know by the time he reads his morning paper.

He's still a subscriber to the Morning Call. He senses many of you aren't anymore. And thus he will often link you to a story of local interest.

But the MC is often very "thin." And very expensive. He's looking at a bill on his desk right now for \$129.50. And every time he goes to write a check he wonders if it's worth it.

He's thinking he ought to inventory what parts of the MC he reads: Dilbert, the opinion pages, the letters, the local sports, occasional Bethlehem stories.

You've seen him encourage you to subscribe to the Bethlehem Press and to encourage more and different kinds of coverage there.

We need more local news and analysis.

So this webinar should be interesting,