**Palm Springs Post: From Daily Newsletter To Thriving News Outlet**

In the last two years, the Palm Springs Post has grown from a newsletter with 1,500 subscribers to one with 13,000. Editor-in- chief Mark Talkington says the outlet has been successful because it fills a gap of “basic community news coverage centered around city hall.”

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[*https://indiegraf.com/palm-springs-post-1500-newsletter-subscribers-into-a-thriving-news-outlet/*](https://indiegraf.com/palm-springs-post-1500-newsletter-subscribers-into-a-thriving-news-outlet/)

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