

Sree Sreenivasan is Talking Covid19

- 15 hours of live programming a week.
- Newsletter.
- Social media.

Four shows, 15 hours a week:

- [Daily Global Social Media Show](#)
#sreecovid19call
- [Coping w/Covid19: A Helpful, Hopeful Call-in Show](#) on WBAI 99.5FM & wbai.org,
Saturdays, noon-2 pm ET #wbaisree
- [NYT Readalong](#), every Sunday,
8:30-10:30 am ET #nytreadalong
- Weekly show w/ [Univ of Hong Kong experts](#) #askHKUmed

1m+ viewers/listeners since March 14

THE SPIRIT
The local paper for the Upper West Side

HOME NEWS CALENDAR CITY ARTS VOICES FOOD & DRINK CLASSIFIEDS LEGALS

Q ABOUT US ADVERTISE CONTACT US

Home News

Hosting the Coronavirus Conversation

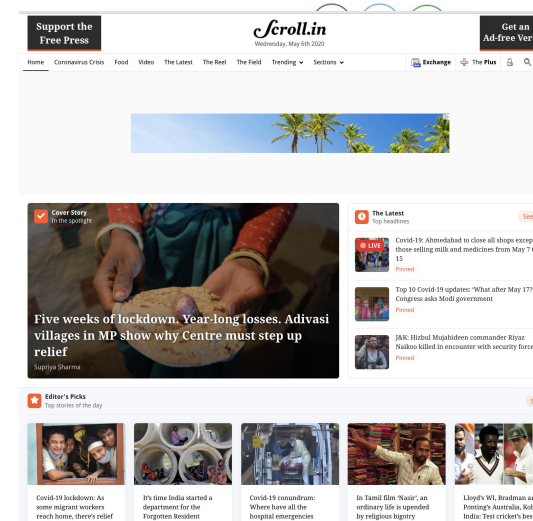
Veteran journalist and UWS resident Sree Sreenivasan on his newest public service project, Sree's COVID-19 Call

JENNIFER DOHERTY / 30 MAR 2020 | 10:56



Sree Sreenivasan in action. (Photo: Mike Oswald)

Read this article [about our Covid19 work](#)



ter, professor and social media professional, Sree an has kept us up-to-date through tough times from lgh the 2004 tsunami, Hurricane Katrina and the tba attacks. With COVID-19 sparking fear and ation, he's back in action, running a daily webcast : global experts and the public into conversation hashtag #SreeCovid19Call.

the host of a new radio program on WBAI, called

Now livestreamed on Scroll.in's 2m+ social followers!

Viewer testimonials + about Sree + more.



See [episode with Bill Ritter, ABC7 anchor recovering from Covid19](#) to get a sense of the show:

@Sree's Daily Global Covid19 Show

#sreecovid19call

Hosted by

Sree Sreenivasan

Marshall R. Loeb Visiting

Professor of Digital Innovation

Stony Brook School of Journalism

Producers:

@RoseHorowitz31

@Vandana_Menon



Vinay Kamat
Essential show, Sree. Uplifting
Sree Sreenivasan

Speaker suggestions?
Sponsorships?
sree@sree.net

New!
WhatsApp
alerts:



First 50 shows... **750,000+ viewers**

106 guests (65 women)

35 cities

9 countries



18 doctors

15 authors & journos

9 CEOs & founders

10 teachers & profs

NEW!

In partnership with

Scroll.in

2m+ followers on

FB, YT, Twitter

Subscribe on YouTube
to see the archives and
know when we're live!

YouTube.com/sreenet

Live on



You can sponsor the the daily Covid19 calls: sree@sree.net

BECOME A SPONSOR!

**FIRST 50 SHOWS HAD
500,000+ VIEWERS**

@Sree's Daily Global Covid19 Show

**LIVE & ARCHIVED
ON**



SMALL BIZ/NONPROFITS/INDIVIDUALS

\$75 per show for a read & graphic at the top
+ a read & graphic at the end + social media mention.

Price is **\$50 per show** for 5-day week or 7-day week.

\$250 for 5-day week.

\$350 for 7-day week.

No minimum # of weeks.

10-30% off for multi-week commitments.

VIDEOS! For **\$100 extra**, play 60-sec ad at the end.

For **\$250 extra**, join as live guest for 3 mins at the end.

CORPORATIONS:

2x rates above.

SREE@SREE.NET



Jonathan Boorstein

09:07 PM

Great and thought-provoking program.



Linda Lawrence

09:07 PM

Excellent program tonight, thank you.



Tania Rashid

09:09 PM

Loved the show. Will tune in again next time. So informative and needed. Thanks, Sree 🙏



Susana Seijas

09:11 PM

wonderful all



Steve Taylor · 1:29:40 Thank you so much! Stay safe, all!

Like · Reply · 1d



Diane Stefani · 1:28:44 Thank you @Sree for all you do to keep this community sane in insane times.

Like · Reply · 1d



Terri Anne Thompson · 1:27:08 Thank you for this ...

Like · Reply · 1d



Trica Jean-Baptiste · 11:14 AM

Sree,

That was great this morning. Please share the schedule and add me to the list. I just happened upon it this morning. Definitely want to tune it and will share with contacts.

Will do

Thanks



Sree- this lifeline is something that I look forward to daily

Like · Reply · 1d



Kalpana Mohan

Sree Sreenivasan, I'm not able to attend all your sessions because of some other commitments. But each one that I've watched has been informative and engaging. Kudos!!!

15m Love Reply



Keri Douglas
@keridouglas

Replying to @Claire_M @sree and 6 others

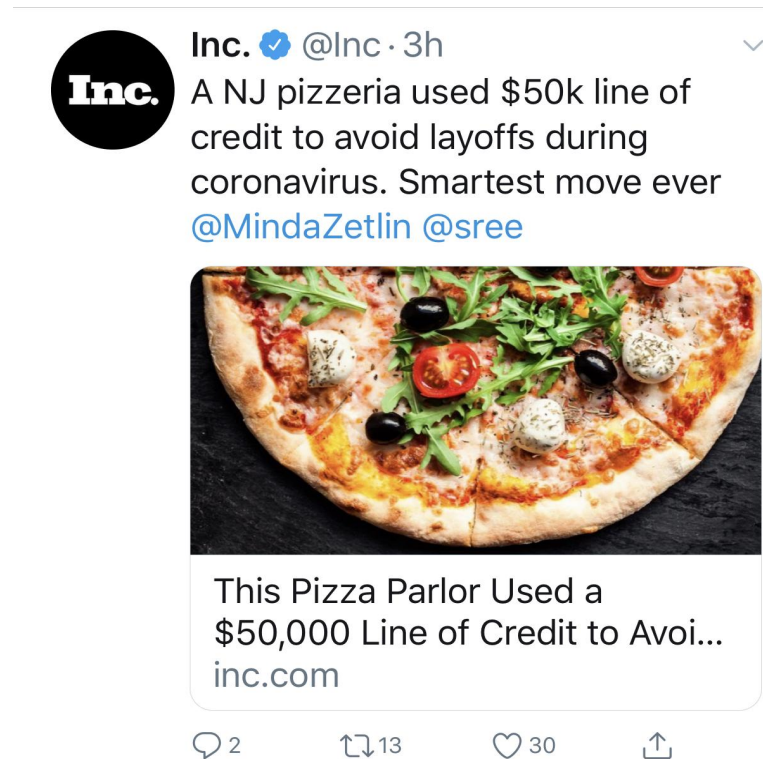
Follow @sree He has a number of innovative programs live on digital media platforms on #Covid_19 and #positivity with insightful experts. Fresh. In-depth. Interactive. Diverse. Q&A with viewers. Future of news talk programs.

6:23 AM · Apr 6, 2020 · Twitter for iPhone




Vinay Kamat
Essential show, Sree. Uplifting
Sree Sreenivasan

Hundreds of journalists around the world watch the show for story ideas, sources, etc.



Inc. @Inc · 3h
A NJ pizzeria used \$50k line of credit to avoid layoffs during coronavirus. Smartest move ever
[@MindaZetlin](#) [@sree](#)



This Pizza Parlor Used a \$50,000 Line of Credit to Avoi...
[inc.com](#)

2 13 30

☰ 🔍 👤 **Inc.**

I first learned about Morin on a [small business episode](#) of the daily webcast about responding to Covid-19 that runs simultaneously on Facebook, Twitter, YouTube, and LinkedIn daily at 2 p.m. Eastern. It's hosted by social media guru [Sree Sreenivasan](#) and it's well worth checking out.

When it comes to social distancing, it's a simple equation. If we all choose inaction over action we will save lives. So if you or your employees feel compelled to *do something*, make it a virtual something. Watch my friend the social media guru Sree Sreenivasan, who's hosting a daily [webinar](#) simulcast on YouTube, Facebook, Twitter and LinkedIn. Or donate to one of the many [organizations](#) that are providing practical relief to people with Covid-19 or financial relief to small businesses whose survival it threatens.

Podcast Full Disclosure on NPR, discussed the daily, global show, the WBAI show and more.



Full Disclosure 
@FullDRadio



SREE'S COMPANY

Back by demand: Prof. [@Sree](#) Sreenivasan, the globally connected digital mentor, on what you should be doing right now -- in the teeth of this crisis -- to reinforce and expand your professional network, skills and profile

 podcasts.apple.com/us/podcast/sre... [#NY](#) [#NYC](#)
[#careers](#)



 Roben Farzad  and 4 others

Easiest way to follow Sree's live shows: SUBSCRIBE on YouTube.

The image shows a YouTube channel page for Sree Sreenivasan. On the left is a navigation sidebar with options like Home, Trending, Subscriptions, Library, History, Your videos, Watch later, Liked videos, Documentaries worth..., and a list of subscriptions including Liza Donnelly, sree sreenivasan, Nobel Prize, Pratham USA, ERB, Hamilton, Top Trending, and Show 14 more. Below that are 'FROM YOUTUBE' recommendations for YouTube Premium, Movies & Shows, and Gaming.

The main content area features a video player for 'Sree Daily Covid19 Call: Connecting Daily During a Crisis' with 12 videos, 92 views, and an update from today. The description explains that the show is a daily online conversation with guests from various backgrounds, simulcasted on multiple platforms. Below the description is a 'SHOW MORE' link and a 'SUBSCRIBED' button with a notification bell.

On the right, a list of 9 video recordings is displayed, each with a thumbnail, title, and duration:

- 1 Sree's Daily Covid19 Call #12: Live from Italy edition (1:32:53)
- 2 Sree's Daily Covid19 Call #11: Economic Hardship Edition (1:15:43)
- 3 Sree's Daily Covid19 Call #10: Staying Positive Edition w/ Orin C. Davis, Ph.D. (1:26:21)
- 4 Sree's Daily Covid19 Calls #9: #smwknd Debrief edition w/ Jamie Shum (1:12:45)
- 5 Sree's Daily Covid19 Call #8: Travel & Events edition with Rafat Ali, Gregory Galant, Liz Caruso (1:15:11)
- 6 Sree's Daily Covid19 Calls #7: Psych! w/ Prof Athena Aktipis, Jeff Gassen, Dr. Sujana Chandrasekhar (1:03:16)
- 7 Sree's Daily Covid19 Call #6: Talking About the Planet edition with Andy Revkin (1:01:36)
- 8 Sree's Daily Covid19 Call #5: Life in Europe edition with Clara Turco, John Lee, Zach Peterson (1:19:27)
- 9 Sree's Daily Covid19 Calls #4: Dr. Lipi Roy is back with tips (1:12:01)



KitK@UWSP
@KitKatUWSP

As a communicator, a social-media professor, and a human ... I'm glad I live in a world with [@sree](#) in it.

2:39 PM · Mar 30, 2020 · [Twitter Web App](#)



Anna Finlayson Pembroke Thanks you from Australia [Sree](#) I have found the show really helpful and in someways comforting knowing we are all in this together. Best to you and your family- stay well 🙏 Anna

[Love](#) · [Reply](#) · 11m



Diana Rohini LaVigne Everyone has extra time on their hands, except essential workers. Essential workers depend on others to support us. You help us keep some sense of normality and you help us stay positive! TY for what you do. This show has been a life saver for me personally.

HOW THE MEDIA IS ADAPTING TO CONSUMPTION

KAPLOW KONNECTION

At-home media use is spiking even though traditional drivers, such as sports and live entertainment, are halted.

- 80-90% consume 24 hours per week of news/entertainment normally. This has increased even more during shelter in place orders.
- Media is struggling to convert ratings to revenue and are open to new ideas now.
 - “Just as the editorial side of media has been changed by the crisis (remote shoots, harder-edge stories, etc.), the business side also needs to change,” says Sree Sreenivasan, Marshall Loeb Visiting Professor of Digital Innovation and host of two Covid19 shows: one on [Saturdays on WBAI](#) and a [daily global COVID-19 show](#). “We need to see innovations and mind shifts in sales, marketing, advertising and more.”
- The [World Economic Forum](#) breaks down the media’s role during this pandemic.

We are also getting lots of traction online for the hashtag and all the tweets being written about the shows.



Recap
#sreecovid19call
3/11/2020 10:50 am — 4/27/2020 10:50 am

1,611 tweets	32,669,715 timeline deliveries
478 contributors	7,260,534 reach

powered by **Hashtracking®**

When appropriate, we have been streaming natively on others' social platforms, greatly increasing reach and access



Doha Debates  @DohaDebates · 4h

What will the world be like when this pandemic is finally over? Today, our very own [@nelufar](#) joins host [@sree](#) on the daily [#SreeCovid19call](#) to talk about life during—and after—the virus. Watch now and comment in the video.



Doha Debates  @DohaDebates

What will the world be like when this pandemic is finally over? Today, our very own [@nelufar](#) joins host [@sree](#) on the daily [#SreeCovid19call](#) ...

[pscp.tv](#)

 22

 88

 319



SOME INFO ON SREE'S SOCIAL FOLLOWING:

- Twitter: 84K followers
- Sunday newsletter: 7K subscribers, including hundreds of journalists, CEOs, college presidents and at least 5 billionaires.
- Medium: 16.6K followers
- LinkedIn: 30K followers
- Facebook: 75K followers + 5K friends + 9K SreeTips likes
- Sree's Advanced Social Media Group: 9.5K members
- Instagram: 22K followers
- Google Maps photos: 3m+ views

@sree's top 100 followers have combined followership of 240 million followers.

NOTE: 22% of all NYT staff on Twitter follow @sree


OBSERVER TECHNOLOGY | ECONOMY | STARTUPS | PERSONAL FINANCE

#TWITTERADVICE

The Twitter Tutor

By Felix Gillette • 04/21/10 12:12am

[f](#) [t](#) [in](#) [✉](#)



On a recent Tuesday, some 65 middle-aged authors, editors, producers and publicists, and other survivors of New York's battered old-media landscape, gathered at Columbia's Journalism School for the first installment of a four-week course on how to use the social media sites Facebook, LinkedIn, and Twitter. It was taught by Sree Sreenivasan, a 39-year-old professor who was introduced, to applause, as one of Ad Age's "25 Media People you should follow on Twitter."

“ Sree Sreenivasan is one of the world’s best experts and teachers about how to get the most out of social media. He has a rare combination of knowledge and patience about the subject. I rarely do endorsements, but I recommend Sree highly.



Walt Mossberg












Tech writer. Former WSJ columnist; Executive Editor, The Verge. Co-founded AllThingsD, Recode, the D & Code Conferences.

Apr 29, 2018, Walt advised Sree

#6 on list of most influential Non-Resident Indians in World

Indian residents
Indian non-residents
Indian brands
Indian politicians
find your rank

India Influencer
Klout
Kred Score

rank	handle & Name	followers	follows	tweets	IndiaInfluencer
1	 DeepakChopra Deepak Chopra	3,264,812	792	72,481	90
2	 azizansari Aziz Ansari	11,224,644	0	7,622	90
3	 SunnyLeone Sunny Leone	3,185,481	148	24,117	88
4	 om Om Malik	1,528,910	1,317	48,469	87
5	 sidin Sidin Vadukut	214,572	3,180	185,993	87
6	 sree Sree Sreenivasan	85,188	7,249	22,086	86
7	 drsanjaygupta Dr. Sanjay Gupta	2,559,458	224	4,045	86
8	 wadhwa Vivek Wadhwa	64,457	548	42,625	86
9	 avinash Avinash Kaushik	189,736	88	18,404	85
10	 greatbong greatbong	27,179	155	89,514	85
11	 PadmaLakshmi Padma Lakshmi	528,895	319	5,142	85

#SreeCovid19Call

@Sree's Daily Global Covid19 Show

Host: Sree Sreenivasan Marshall Loeb Visiting Prof of Digital Innovation, Stony Brook School of Journalism

photo: TANYA MALLOTT

JOIN US LIVE OR LATER

FB /sreenet
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YouTube /sreenet
LinkedIn /in/sreenivasan

SUBSCRIBE:

YouTube.com/sreenet

ARCHIVES:

bit.ly/sreecovid19call

#23: It's Bill Ritter!

Saturday, April 4, 2020
7-8 pm ET/4-5 pm PT/11 pm GMT

Let's chat with one of NYC's most distinguished TV anchors about his recovery from Covid19 and how NYC and the world get through this.

Guest:

Bill Ritter @BillRitter7, who's been anchoring at WABC-TV Eyewitness News for more than 20 years. He's also one of the nicest people you'll ever meet!



Live on:



Follow @sree on Twitter
Subscribe to YouTube/sreenet to get alerts when Sree is live

Live tweets by **Rose Horowitz @RoseHorowitz31** & **Vandana Menon @Vandana_Menon**

Suggestions, sponsorships: sree@sree.net

YouTube.com/sreenet
ARCHIVES:
bit.ly/sreecovid19call

@Sree's Daily Global Covid19 Show

Live on:



#22: Money Matters

Friday, April 3, 2020
7-8 pm ET/4-5 pm PT/11 pm GMT

Let's talk with two leaders about business and financial aspects.

Guest:

Robin Chase @rmchase, cofounder of Zipcar; author of "Peers Inc: How People and Platforms Are Inventing the Collaborative Economy and Reinventing Capitalism"

Kim Bobo @vainterfaithkim, Executive Director, Virginia Interfaith Center for Public Policy, @vainterfaith

Live tweets by **Rose Horowitz @RoseHorowitz31** & **Vandana Menon**

Suggestions, sponsorships: sree@sree.net

#SreeCovid19Call

@Sree's Daily Global Covid19 Show

Live on:



Host: Sree Sreenivasan Marshall Loeb Visiting Prof of Digital Innovation, Stony Brook School of Journalism

photo: TANYA MALLOTT

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SUBSCRIBE:

YouTube.com/sreenet

ARCHIVES:

bit.ly/sreecovid19call

#25: Brand Trust & the Pandemic: Learning from an EDELMAN Study

Monday, April 6, 2020
4-5 pm ET/ 1-2 pm PT/8-9 pm GMT

Tonia Ries @tonia_ries, Executive Director of Intellectual Property at Edelman, a role that includes stewardship of the Edelman Trust Barometer



Live tweets by **@RoseHorowitz31** & **@Vandana_Menon**

Suggestions, sponsorships: sree@sree.net

LIVE FROM HONG KONG #HKUCovid19



Sree Sreenivasan



Prof Richard Wong



Watch together with friends or with a group

Start

23

38 Comments 10 Shares 449 Views

Like

Comment

Share



Most Relevant



Write a comment...



Steve Taylor · 44:18 I continue to learn so much every day with these chats while feeling more connected.

Like · Reply · 3h

3



Laura Silverman · 56:21 Very helpful conversation. Insights about many aspects of this shared experience. Wonderful to end on a hopeful note!

Like · Reply · 3h

1



Laura Silverman · 21:28 Yes to fighting the disease in a coordinated manner and sharing resources. Set trade wars aside. Accept that it is one world, no Planet B.

Like · Reply · 3h

1



Anna Kukelhaus 9:24 PM



to me, David, Krishna, Rose, Va... ▾

Hi Sree, sounds great and please do let us know how we can help. Happy to get you any visuals you are interested in, once you are ready, this sounds like a fantastic opp!

ANNA KUKELHAUS (DYNAN)

SR. DIRECTOR, PR/COMMS - NG MEDIA
NATIONAL GEOGRAPHIC PARTNERS



**NATIONAL
GEOGRAPHIC**

**@ Sree's Daily Covid19 Calls
#12: LIVE FROM ITALY 🇮🇹 edition**
Join us Tuesday, noon- 1pm ET;
9-10a PT; 4-5p GMT; 5-6p CEST

#sreecovid19call

SPEAKERS:

Dr DANIELA CIRILLO of San Raffaele Hospital in Milan
DEANNA LEE, Prof, John Cabot University in Rome
ANNA MASERA, Public Editor, La Stampa in Turin
CLARA MARTINEZ TURCO, journalist in Turin

Cohosted by GIANNI RIOTTA (@riotta),
leading Italian-American journalist;
Director of Luiss School of Government in
Rome; Pirelli Visiting Prof at Princeton

SREE SREENIVASAN (@sree)
Loeb Visiting Prof, Stony Brook Univ

Join us live or
later on Twitter
(@sree)
or FB
(/sreenet)
or LinkedIn
(/sreenivasan)
or YouTube
(/sreenet)

Subscribe:
YouTube.com/sreenet

Archives:
bit.ly/sreecovid19call



**@ Sree's Daily Covid19 Calls
#11: ECONOMIC HARDSHIP edition**
Join us Monday, noon- 1pm ET;
9-10 am PT; 4-5 pm GMT

Let's talk about workers, economic hardship and inequality during the Covid19 crisis and beyond with:

Camille Sweeney, who wrote a great Guardian piece about folks who suddenly lost their jobs.

REBECCA LEIGH SILVERMAN, a mixologist featured in the story.

ALISSA QUART, executive director, Economic Hardship Reporting Project

#sreecovid19call



Join us live or
later on Twitter
(@sree)
or my FB
profile
(/sreenet) or
LinkedIn
or YouTube
(/sreenet)

Archives:
bit.ly/sreecovid19call



**@ Sree's Daily Covid19 Calls
#5: Life in Europe edition**
Join us Tuesday 3-4 pm ET; 7-8 pm UTC
as we talk to folks living in
Turin, Prague, NYC and more...

Join us live or
later on Twitter
(@sree) or my
FB profile
(@sreenet) or
my LinkedIn



Guests:
@ClaraMartinezT
@ZachPrague
@JohnLeeMedia

#sreecovid19call

Archives: bit.ly/
sreecovid19call

@ Sree's Daily Covid19 Calls

#7: Psych! edition → Join us Thursday, 5-6 pm ET; 2-3 pm PT; 9-10 pm GMT

Let's talk about psychology in the age of Covid19 w/ Prof ATHENA AKTIPIS of Arizona State U and JEFF GASSEN of Texas Christian U, editors of a new satire site, ReversePsychologyToday.com

@ psychnewstoday

Join us live or later on Twitter (@sree) or my FB profile (/sreenet) or LinkedIn or YouTube (/sreenet)



Follow @AthenaAktipis

Follow @JeffGassen

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@ Sree's Daily Covid19 Calls

#5: Life in Europe edition
Join us Tuesday 3-4 pm ET; 7-8 pm UTC as we talk to folks living in Turin, Prague, NYC and more...

Join us live or later on Twitter (@sree) or my FB profile (@sreenet) or my LinkedIn



Guests:
@ClaraMartinezT
@ZachPrague
@JohnLeeMedia

Archives: bit.ly/sreecovid19call

#sreecovid19call

@ Sree's Daily Covid19 Calls

#6: Talking About the Planet edition
Join us Wed, 5-6 pm ET; 9-10 pm UTC

Our guest is ANDREW REVKIN, founding Director of Columbia Earth Institute's Initiative on Communication & Sustainability; and former NYT environment reporter

Join us live or later on Twitter (@sree) or my FB profile (/sreenet) or my LinkedIn or my YouTube (/sreenet)



Follow @Revkin

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@ Sree's Daily Covid19 Calls

#8: TRAVEL & EVENTS edition
Join us Friday, noon- 1pm ET; 4-5 pm GMT

Let's talk about the travel and events industries & their future. Featuring RAFAT ALI, founder of Skift; GREG GALANT, founder of Shorty Awards & Muck Rack; LIZ CARUSO, events consultant

Join us live or later on Twitter (@sree) or my FB profile (/sreenet) or LinkedIn or YouTube (/sreenet)



#sreecovid19call Archives: bit.ly/sreecovid19call