Draft Survey

1) How are you connected to the Media Consortium? (please check all that apply)

a) I work for TMC member outlet

b) I used to work for a TMC member outlet

c) I work for/am a TMC funder

d) I work for an allied organization

e) other (text box)

2) How many TMC conferences have you attended?

a) I was at founding retreat in 2005 and have been at most of them since.

b) 3 or more

c) 1-2

d) Never been.

3) Rank how valuable these aspects of the conference are for you:

a) socialize with peers

b) learn from peers

c) discover the newest trends in our sector

d) learn new techniques or tools

e) make deals

f) get inspired

g) other

4) Rank the type of presentation you prefer at this conference:

a) panel discussions

b) in-depth talk by one speaker (30-40 minutes plus questions)

c) short talks by speakers (10-20 minutes)

d) lightning talks (5 minutes)

e) panel discussions

f) facilitated open discussions

g) hands-on workshops

h) other

5) We will have some sessions focused on editorial. Topics already suggested by the committee include copyright, using freelancers, big data, story management software, videojournalism tools, dealing with right-wing stalkers, and food journalism. What other sessions would you like to see focused on editorial?

6) We will have some sessions focused on social media and marketing. Topics already suggested include using reddit, using tumblr, measuring impact and how to use Vocus. What other sessions would you like to see focused on marketing?

7) We will have some sessions focused on revenue. Topics already suggested include how to fundraise “post-email,” monetizing mobile, and how to promote web traffic. What other sessions would you like to see focused on business?

8) We also will have some workshops and open sessions. What topics would you like to see for these sessions?

9) What speakers would you like to see at this conference (think especially of West Coast speakers)

10) Tell us what else would make this conference valuable to you: