Independent Journalism

Sample Story: Plan B

**Inputs:**

* $30,000 from Quixote
* + funding from individual organizations
* 90 hours by project managers
* 55 hours by MC editor
* 80 hours by MC journalists
* 32 hours by MC social media specialist (with funding from another org)
* contractors (website, etc)
* Expertise and experience of project managers

25 year broadcast veteran (Lisa), Expertise and experience of editors

* Expertise and experience of journalists
* 10+-year veteran reporter and editor (Andrew)
* Advice and support of nonprofit allies
* Brand recognition of outlets, developed over years
* Audiences—print, web, social media—developed by outlets over years

**Outputs/Activities:**

* Plan B website
* Plan B interactive map
* 9 feature stories

**Outputs/ Participation**

* # of people who came to website
* 1.      Unique: 184
* 2.      Pageviews: 226
* 3.      Page time: 4:38
* 4.      1.79% of traffic to the site for those days
* 5.      7th most popular page
* 6.      Landing page: 109
* 7.      82 People went to home page 1st
* 8.      Bounce: %81.65
* 9.      Keywords related to page not relevant (or not set or not provided)
* 10.  Referrals
* a.      67 direct
* b.      31 Google
* **c.**      **16 Facebook 7:22**{i noticed in that first week our reach was 900% more than usual on FB --LR}
* d.      15 Truthout
* e.      9 whereisyourplanb 7:31
* **f.**        **7 Yahoo mail 5:49**
* **g.**      **3 Tumblr 4:20**
* h.      1 disqus 16:29
* i.         1 tunein 15:45
* j.         Shared 24 times via social media
* 11.  Site Averages:
* .                    Page time: 1:53
* a.                  Bounce: 86.87
* 12.  Best days
* .                    Oct. 9th best day 56PV
* a.                  Oct 10 39PV
* b.                  Oct 14 25PV
* 62,000 listeners to MC piece
* # of people who viewed stories and/or video

**Outputs/Engagement**

* # of people who retweeted or commented on social media
* # of people who commented on stories
* # of people who participated in interactive mapping project

**Impacts:**

Was awareness raised about the new laws mandating that Plan B be available over the counter?

Was awareness raised that in many communities Plan B is still not readily available over the counter?

Did anyone take action to ensure that Plan B would become more readily available over the counter in all communities?

Were any policies changed to ensure that Plan B would be more readily available to prison and reservation populations?

Is it easier now for women to obtain emergency contraception than it was when our website was first published? If so, how much of that change is due to our stories?