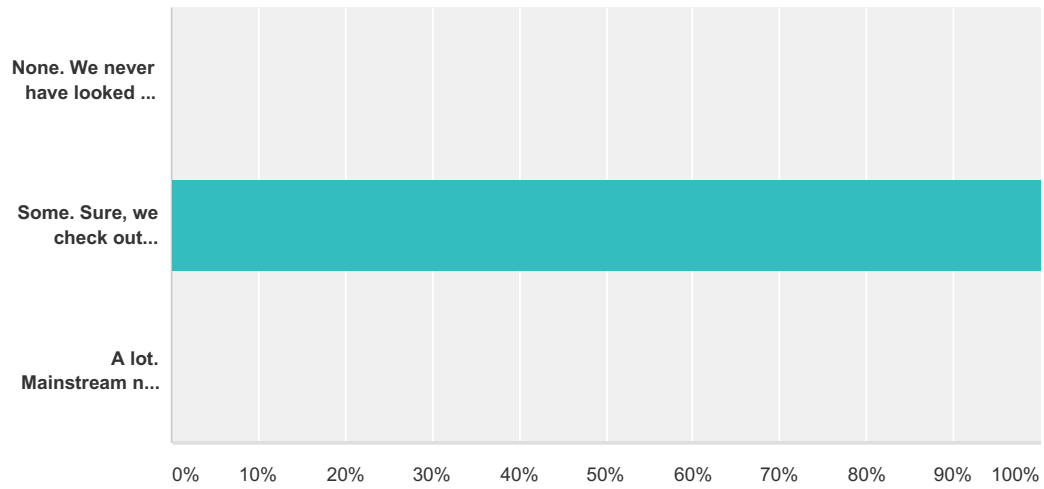


### Q1 How much of your reporting was or is based off of stories your editors or reporters first find in "mainstream" news?

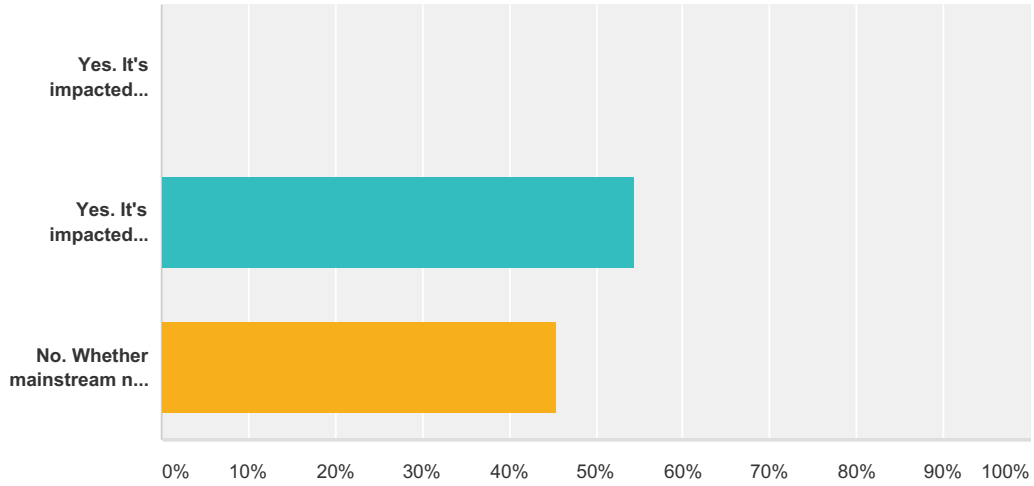
Answered: 12 Skipped: 1



Answer Choices	Responses
None. We never have looked to mainstream news for any story ideas.	0.00% 0
Some. Sure, we check out mainstream news to get what/where/when/ news that we can develop into deeper pieces	100.00% 12
A lot. Mainstream news is so lame that we have built a business repackaging their stories with a larger context.	0.00% 0
<b>Total</b>	<b>12</b>

## Q2 Has the decay of mainstream news impacted your operations in a negative way?

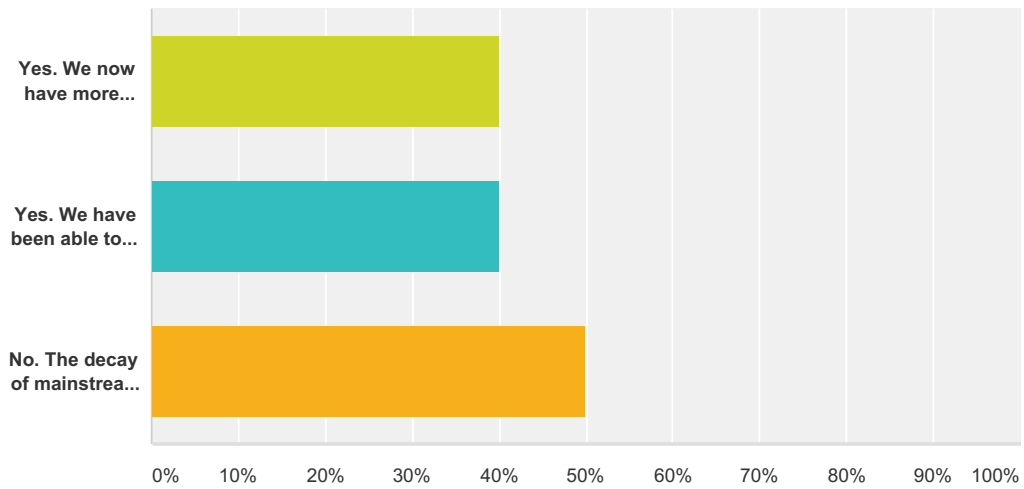
Answered: 11 Skipped: 2



Answer Choices	Responses
Yes. It's impacted editorial. We got a lot of content and story ideas from mainstream news. Now we've got to hustle more to find that material.	0.00% 0
Yes. It's impacted business. Now our readers turn to Google News or Facebook. They are much less hungry for an "alternative" to the mainstream press.	54.55% 6
No. Whether mainstream news is around or not makes no difference to us or our audience.	45.45% 5
<b>Total Respondents: 11</b>	

### Q3 Has the decay of mainstream news impacted your operations in a positive way?

Answered: 10 Skipped: 3



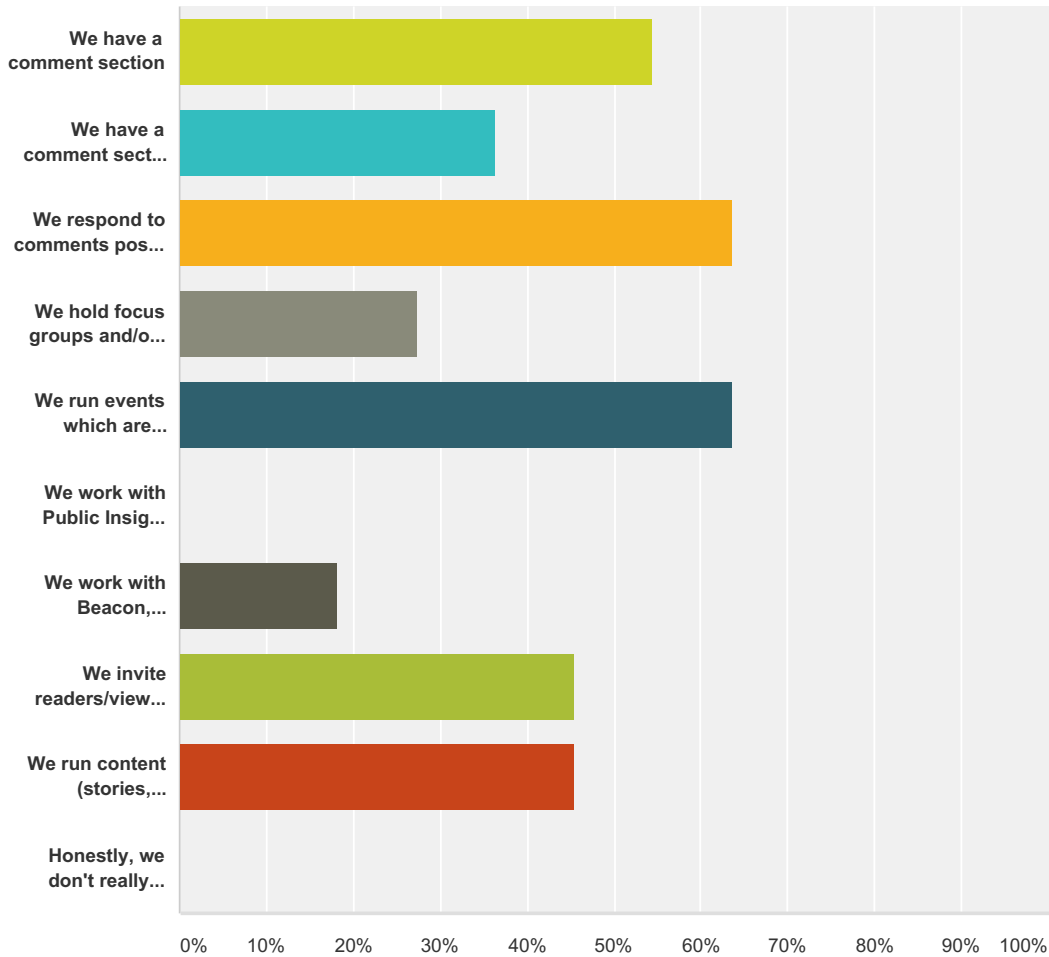
Answer Choices	Responses
Yes. We now have more dedicated viewers/listeners/readers--people who once read the dailies.	40.00% 4
Yes. We have been able to attract highly qualified journalists who were fired from mainstream news.	40.00% 4
No. The decay of mainstream news hasn't impacted our operations at all.	50.00% 5
<b>Total Respondents: 10</b>	

**Q4 What, if anything do you think we need to do to respond to the decay of mainstream news?**

Answered: 5 Skipped: 8

### Q5 In what ways does your outlet currently actively interact with the people who view/listen/read your content? You can check more than one answer

Answered: 11 Skipped: 2

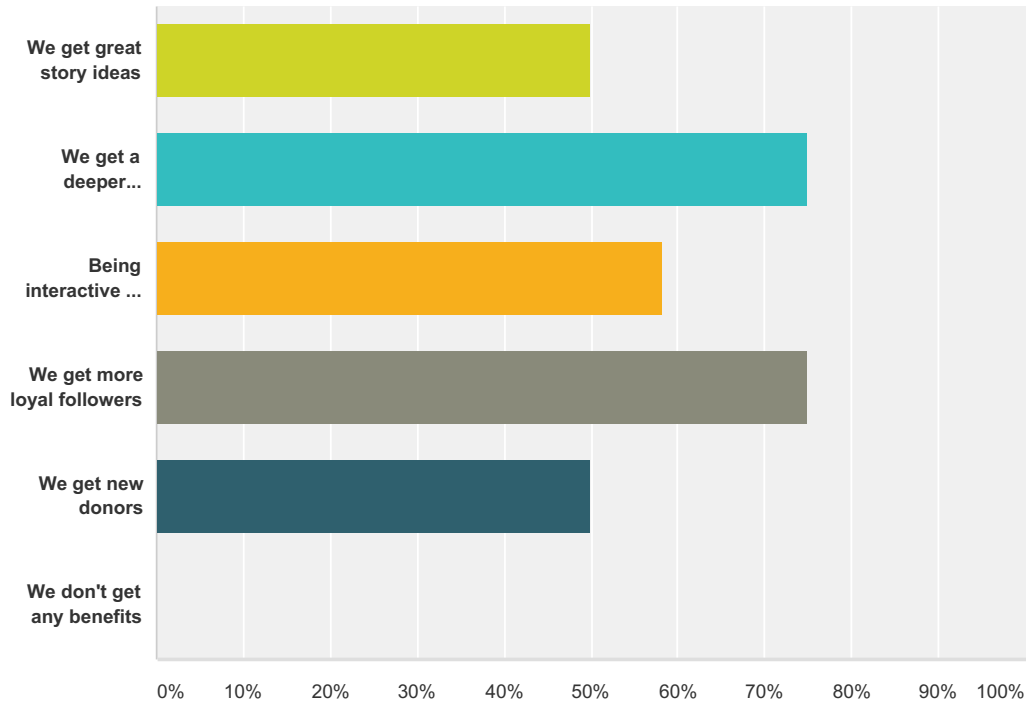


Answer Choices	Responses
We have a comment section	54.55% 6
We have a comment section and ask editors/reporters to respond to comments	36.36% 4
We respond to comments posted to or about us on social media	63.64% 7
We hold focus groups and/or poll regular viewers/listeners/readers	27.27% 3
We run events which are organized to provide us with an opportunity to talk one-on-one with attendees	63.64% 7
We work with Public Insight Network or another tool to crowdsource story ideas	0.00% 0
We work with Beacon, Kickstarter, or another tool to crowdfund story ideas	18.18% 2
We invite readers/viewers/listeners to help us develop story ideas	45.45% 5
We run content (stories, photos, audiocasts) by members of the communities we reach	45.45% 5

Honestly, we don't really interact with our audience--we deliver content to them	0.00%	0
<b>Total Respondents: 11</b>		

**Q6 What benefit(s) do you gain from deeper interactions with the communities you reach? You can check more than one answer.**

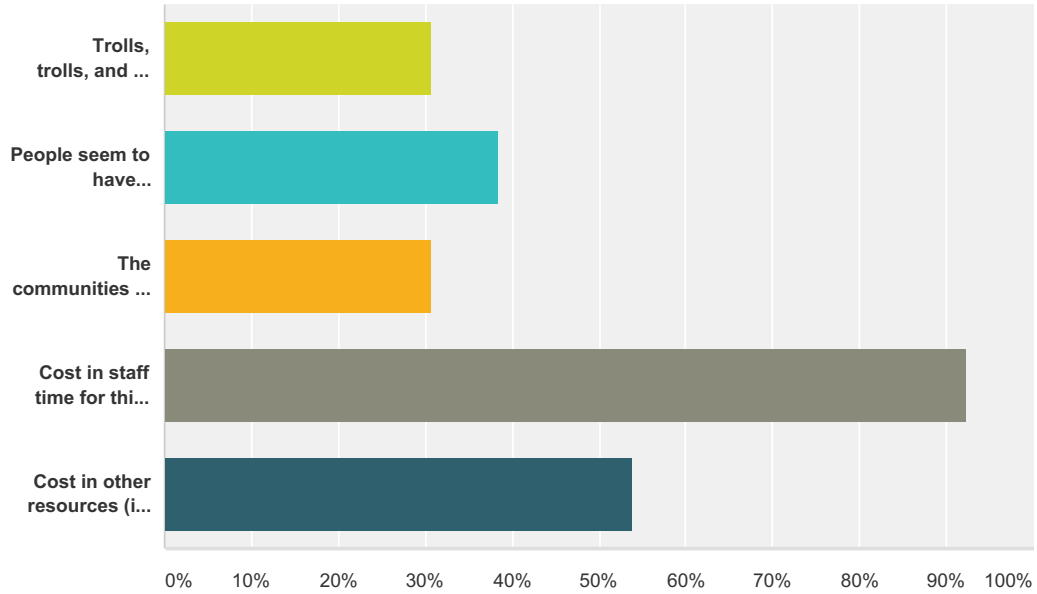
Answered: 12 Skipped: 1



Answer Choices	Responses
We get great story ideas	50.00% 6
We get a deeper understanding of who we reach and what they want from us	75.00% 9
Being interactive has allowed us to attract new communities we didn't reach previously	58.33% 7
We get more loyal followers	75.00% 9
We get new donors	50.00% 6
We don't get any benefits	0.00% 0
<b>Total Respondents: 12</b>	

**Q7 What are the main challenges that prevent your outlet from engaging more deeply with the communities you reach? You can check more than one answer.**

Answered: 13 Skipped: 0



Answer Choices	Responses
Trolls, trolls, and did I mention trolls?	30.77% 4
People seem to have unrealistic expectations of what we can do for them	38.46% 5
The communities we reach don't seem to want to interact with us	30.77% 4
Cost in staff time for this kind of engagement	92.31% 12
Cost in other resources (i.e. cost of software, consultants) to achieve a deeper level of engagement	53.85% 7
<b>Total Respondents: 13</b>	

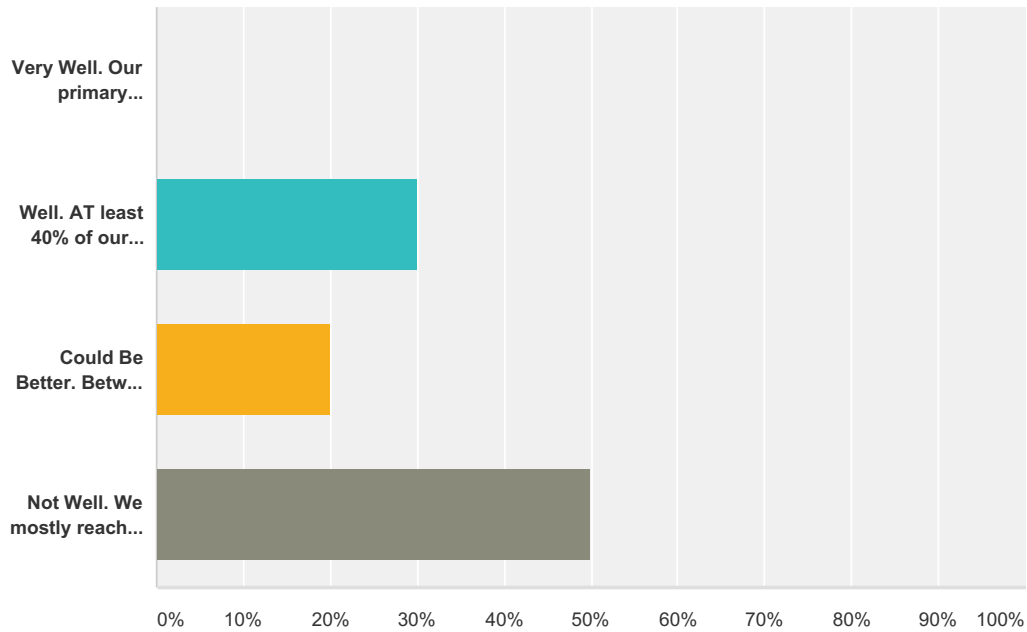


**Q8 What are the main concerns your outlet has about interactions with the communities you most want to reach?**

Answered: 6 Skipped: 7

**Q9 Tracie Powell, the editor of AllDigitocracy, recently said: If we [as journalists] don't do a better job at engaging with [people of color], we're dead. Our survival depends on reaching these emerging audiences. Currently, how well do you think your outlet reaches Black, Latino and other communities of color?**

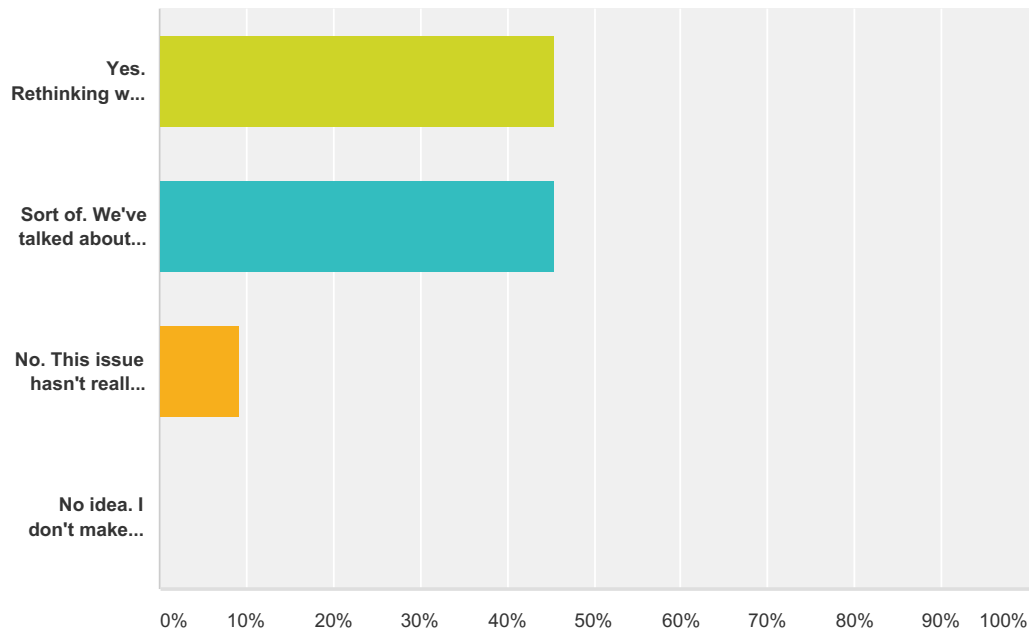
Answered: 10 Skipped: 3



Answer Choices	Responses
Very Well. Our primary audiences are communities of color.	0.00% 0
Well. AT least 40% of our viewers/readers/listeners and 40% of our writers are people of color.	30.00% 3
Could Be Better. Between 10-40% of our viewers/readers/listeners are people of color and/or over 25% of our writers are people of color	20.00% 2
Not Well. We mostly reach white audiences with a mostly white staff.	50.00% 5
<b>Total</b>	<b>10</b>

### Q10 Has your outlet set any goals on better reaching communities of color?

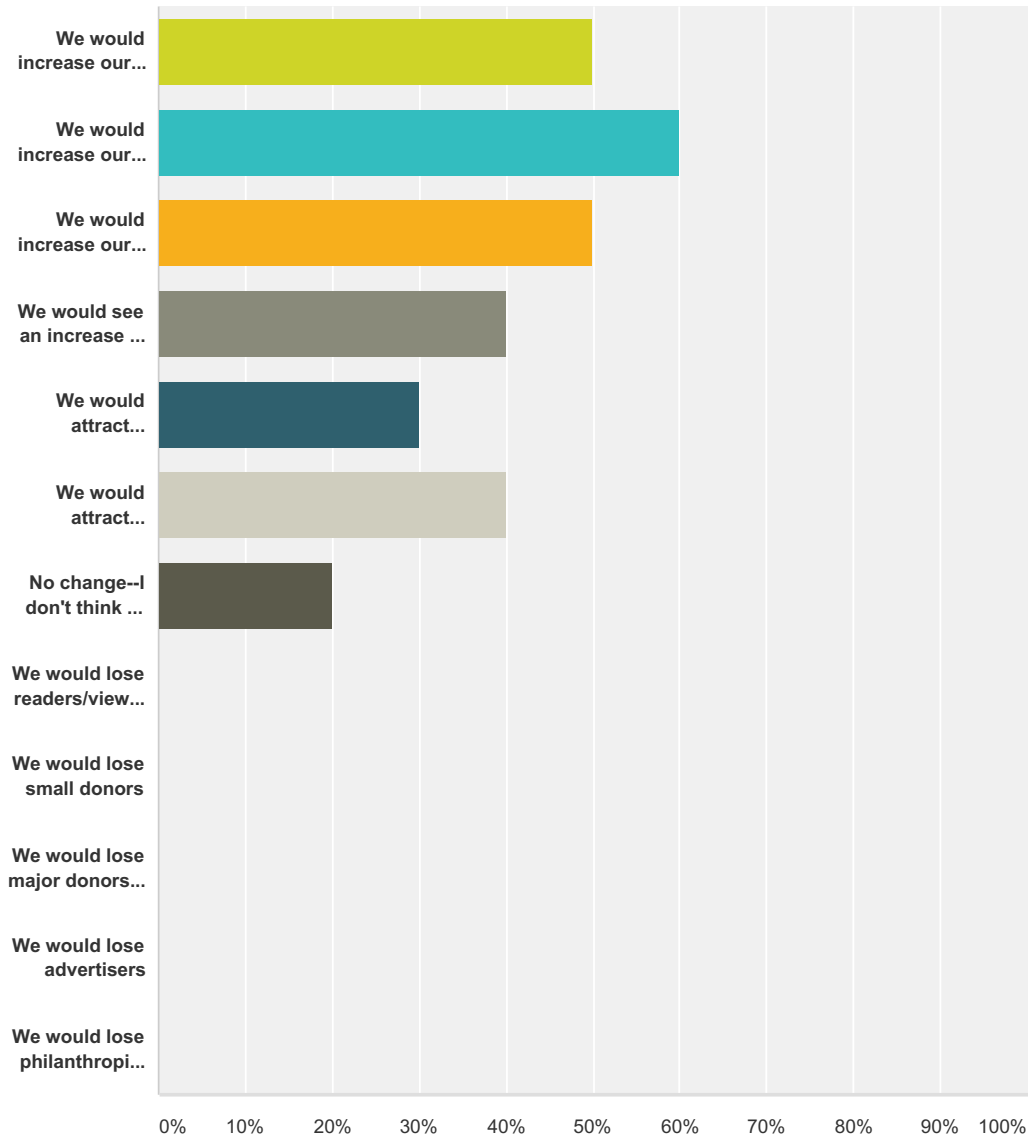
Answered: 11 Skipped: 2



Answer Choices	Responses	
Yes. Rethinking what we write, who writes, and who we write for and about is part of our current strategic/business plan.	45.45%	5
Sort of. We've talked about setting these goals, but haven't done much about them.	45.45%	5
No. This issue hasn't really been on our radar, or at least hasn't been seen as pressing.	9.09%	1
No idea. I don't make those decisions. I haven't heard anything about this.	0.00%	0
<b>Total</b>		<b>11</b>

**Q11 If your outlet could reach more people of color as readers/viewers/listeners, what would be the impact on your bottom line? You can choose more than one answer.**

Answered: 10 Skipped: 3



Answer Choices	Responses
We would increase our total number of uniques/page views	50.00% 5
We would increase our social media following	60.00% 6
We would increase our number of small donors	50.00% 5
We would see an increase in the number and/or size of major donations	40.00% 4
We would attract new/different advertisers	30.00% 3

We would attract new/different/more philanthropic funding	40.00%	4
No change--I don't think it would impact our bottom line	20.00%	2
We would lose readers/viewers/listeners	0.00%	0
We would lose small donors	0.00%	0
We would lose major donors or see a decrease in the size of donations	0.00%	0
We would lose advertisers	0.00%	0
We would lose philanthropic dollars	0.00%	0
<b>Total Respondents: 10</b>		

**Q12 If your outlet could reach more people of color as readers/viewers/listeners, what would be the impact on your editorial bottom line?**

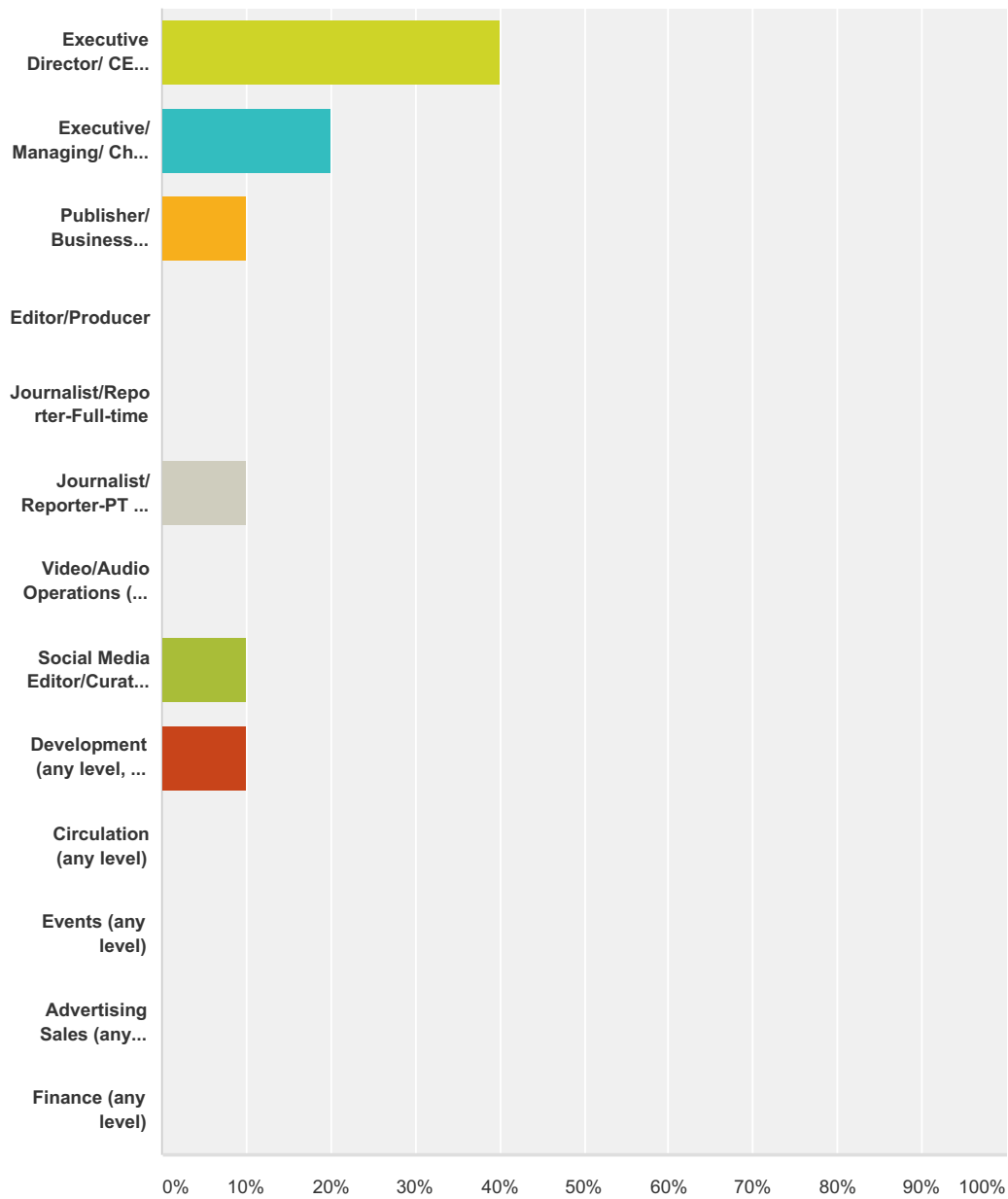
Answered: 5 Skipped: 8

**Q13 What else do you want the Media Consortium staff--and our conference--to focus on? What big changes out there affect your outlet and your work?**

Answered: 6 Skipped: 7

### Q14 Please check the job description that most closely matches yours.

Answered: 10 Skipped: 3



Answer Choices	Responses
Executive Director/ CEO (top honcho)	40.00% 4
Executive/ Managing/ Chief Editor (top honcho editorial)	20.00% 2
Publisher/ Business Manager (top honcho business)	10.00% 1
Editor/Producer	0.00% 0
Journalist/Reporter-Full-time	0.00% 0



Journalist/ Reporter-PT or Freelance	10.00%	1
Video/Audio Operations (any level-includes engineer, makeup etc)	0.00%	0
Social Media Editor/Curator (also engagement/marketing/pr etc)	10.00%	1
Development (any level, any focus-foundation, major donor, small donor)	10.00%	1
Circulation (any level)	0.00%	0
Events (any level)	0.00%	0
Advertising Sales (any level)	0.00%	0
Finance (any level)	0.00%	0
<b>Total</b>		<b>10</b>

**Q15 Optional: Please give us the name of your outlet.**

Answered: 3 Skipped: 10