**CONTENT TYPES AND PUBLISHING**

**What percentage of your editorial production time is spent producing:**

* text: \_\_\_\_ %
* video: \_\_\_\_ %
* audio: \_\_\_\_ %
* photo: \_\_\_\_ %

**If you publish text content on the web, what percentage of it is:**

* original to the web: \_\_\_\_ %
* original to print: \_\_\_\_ %
* original to print but adapted for the web: \_\_\_\_ %

**If you produce video content for the web, what percentage of it is:**

* produced stand-along segments: \_\_\_\_ %
* clips that run with text content: \_\_\_\_ %
* livestreams: \_\_\_\_ %

**If you produce audio content for the web, what percentage of it is:**

* produced stand-along segments: \_\_\_\_ %
* clips that run with text content: \_\_\_\_ %
* livestreams: \_\_\_\_ %

**If you produce or syndicate photographic content for the web, what percentage of it is:**

* slideshows or other stand-alone products: \_\_\_\_ %
* photos that are paired with text stories: \_\_\_\_ %

**On a scale of 1 to 10 (1 being uninterested, 10 being desperate to do so), how much do you want to expand your production of:**

* text content \_\_\_\_
* video content \_\_\_\_
* audio content \_\_\_\_
* photographic content \_\_\_\_

Please explain your reasoning for any answers rated over 5:

**How many times a week do you publish:**

* a piece of text content: \_\_\_\_
* a piece of video content: \_\_\_\_
* a piece of audio content: \_\_\_\_
* a piece of photographic content: \_\_\_\_

**Which bests describes the timing of your publishing:**

* “I publish when I’m done with the work” \_\_\_\_
* “I publish when the news is fresh/breaking” \_\_\_\_
* “I publish when my readers are around” \_\_\_\_
* Other (Please explain)\_\_\_\_\_

**Do you have a community manager for your comments? Why or why not?**

·       How are you fostering community engagement on your website?

o   Comments

o   Soliciting ideas for stories or tips

o   Organized conversations or “salons” among users

o   Other?

**If you allow comments on your site, how many per week to you receive?**

**To post a comment, a reader has to:**

* enter a random name and hit publish
* register an account with an email address
* Other (Please explain)

**TRAFFIC MEASUREMENTS**

**Do you measure the traffic to your site? If so, with what tool?**

**Who checks traffic and how often?**

**How is traffic information integrated into your broader editorial or business practices?**

**If you do track your web traffic, please provide numbers for the average:**

**Day:**

* + pageviews: \_\_\_\_
  + unique visitors: \_\_\_\_
  + visits: \_\_\_\_
  + pageviews per visit: \_\_\_\_

**Week:**

* + pageviews: \_\_\_\_
  + unique visitors: \_\_\_\_
  + visits: \_\_\_\_
  + pageviews per visit: \_\_\_\_

**Months:**

* + pageviews: \_\_\_\_
  + unique visitors: \_\_\_\_
  + visits: \_\_\_\_
  + pageviews per visit: \_\_\_\_

**If you produce embeddable video or audio content, do you track the views/streams? If so, how?**

**How many views/streams do you get for your video or audio content on an average month?**

**What percentage of those views/streams are:**

* + on your site: \_\_\_\_ %
  + on a video/audio platform’s site: \_\_\_\_ %
  + embedded on another media company’s site: \_\_\_\_ %

**ADVERTISING**

**Do you run ads on your website or in your multimedia? If so, how much do you make on an average month?**

**What percentage of that revenue is from:**

* direct web banner advertising, in which you or a partner have a relationship directly with the advertiser: \_\_\_\_ %
* remnant web banner advertising, in which a third party system (like Google Ad Sense) places the ad: \_\_\_\_ %
* direct video/audio advertising: \_\_\_\_ %
* remnant video/audio advertising: \_\_\_\_%
* RSS advertising: \_\_\_\_ %

**If you use remnant advertising networks (like Ad Sense), please list them here:**

**If you are a part of any advertising partnerships or targeted networks, please list them here:**

**Beyond remnant networks and partnerships, do you have a dedicated advertising staff? If so, describe their approach:**

**Do you use an ad manager or other tool to manage and track the effectiveness of your ads? If so, which?**

**Have you ever gathered data or done studies to determine the overall effectiveness of advertising on your site? Average clickthrough rates? Best ad placements? Brand lift to advertisers? If so, please describe your findings.**

**OFFSITE ENGAGEMENT**

**What kind of content do you send to your e-newsletter?**

**How often do you send out your e-newsletter?**

**What are the open rates?**

**Rate each of the below uses for your e-newsletter on a 1 to 10 basis (1 being the list not used for this purpose, 10 being the list absolutely used for this purpose):**

* a way to remind readers or our site and brand: \_\_\_\_
* a way to generate traffic for new content: \_\_\_\_
* a way to gather email addresses to sell to advertisers: \_\_\_\_
* a way to share breaking news with readers: \_\_\_\_
* a way to fundraise: \_\_\_\_
* a way to deliver original content to readers: \_\_\_\_

**Do you cultivate a presence on social networks or content platforms off our your site? If so, how many followers do you have on each and how many visits/month to each provide your main site:**

* Twitter: \_\_\_\_ followers / \_\_\_\_\_ visitors
* Facebook: \_\_\_\_ followers / \_\_\_\_\_ visitors
* YouTube: \_\_\_\_ followers / \_\_\_\_\_ visitors
* Vimeo: \_\_\_\_ followers / \_\_\_\_\_ visitors
* Other:
  + Name: \_\_\_\_\_\_\_\_\_\_\_: \_\_\_\_ followers / \_\_\_\_\_ visitors
  + Name: \_\_\_\_\_\_\_\_\_\_\_: \_\_\_\_ followers / \_\_\_\_\_ visitors
  + Name: \_\_\_\_\_\_\_\_\_\_\_: \_\_\_\_ followers / \_\_\_\_\_ visitors

·       How do you interact with these social networks?

o   Deliver links to articles

o   Solicit comments

o   Start and engage in conversations

o   Engage for reporting support (tips, story ideas, crowdsourcing, etc..)

o   Ask help to distribute content to their networks?

o   Any stories of success or lessons learned that you would like to share?

**Do you have anyone dedicated to maintaining and growing your presence on these sites? If so, who? How much time do they spend? Describe their approach.**

**DEMOGRAPHICS**

·       What are the demographics of your current audience?

·       Which of your current audiences would you like to expand?

·      What new audiences would you like to reach and why?

**BUDGET**

·       What is your overall 2010 budget?

·       What expenses are allocated for your website?

·       How many total individual donors do you have?

·       What is the average amount of individual donations you receive online a month?

·       What is the average amount of individual donations you receive online for a year?

o   How often do you implement fundraising campaigns online?

§  Do you use your social networks to support your fundraising campaigns?

·       How much revenue did you generate through your website (combining advertising and editorial) in 2009?