PROVIDE OVERVIEW DESCRIPTION HERE…

CONTENT DELIVERY?

Is your primary online content:

* Original content for the web?
Yes/No
* Republished from print?

Yes/No

* Combination of original and republished?
Yes/No
* How do you incorporate video into your website?
* How do you incorporate audio into your website?
* Do you want to expand into:
	+ Video?
	+ Audio?
	+ More original web-only content?
	+ Other?
* Please explain “why” you want to expand into these areas.
* How much community engagement are you fostering on your website?
	+ Comments
	+ Soliciting ideas for stories or tips
	+ Organized conversations or “salons” among communities
	+ Other?
* How often do you publish new content online?
	+ Hourly?
	+ Daily?
	+ Weekly?
	+ Monthly?
	+ Other?
* Do you have a “community manager” that is dedicated to working and interacting with your audiences? If so, please explain the role and duties of this staff person(s).
* If not, do you see the benefit in having a community manager? Why or why not?
* Any questions or ideas that you have been discussing about your online content delivery or community engagement that you would like to share?

TRAFFIC

* What tools to do you use to track your traffic?
* What’s your tracking process look like on a daily basis?
* What does a good traffic day look like? Are there specific things (breaking news, SEO, well known writer, etc..) that help drive that traffic?
* How do you apply your traffic information to your editorial and business planning and implementation?

ADVERTISING

* *What is your monthly advertising revenue online?*
* *Do you provide advertising space on your RSS feeds?*
* *Ad server?*
* *percentage of direct v remnant? ???????*
* *What are your click through rates on advertising?*
* *What service do you use for remnant advertising?*
* *Are you part of any advertising networks? Please list…*

E-NEWSLETTER

* How often do you send out e-newsletters?
* What is the average open rate for your e-newsletter?
* What do you consider to be the primary uses for your e-newsletter?
* How are you looking to enhance or build your e-newsletters?

SOCIAL NETWORKING

* What are your followers/fans, on:
	+ Twitter?
	+ Facebook?
	+ YouTube?
	+ Vimeo?
	+ Other? Please name service and numbers twitter?
* How much traffic do you generate from social networks on a weekly basis?
 On a monthly basis?
* How much traffic do you generate from search on a weekly basis?
On a monthly basis?
* How do you use/interact with these social networks?
	+ Deliver links to articles
	+ Solicit comments
	+ Support conversations
	+ Engage for reporting support (tips, story ideas, crowdsourcing, etc..)
	+ Ask to help distribute content to their networks?
	+ Any stories of success or lessons learned that you would like to share?
* Do you have staff dedicated to managing your social networks?
	+ How many?
	+ Are they paid staff or interns?
* How much time of staff(s) time is spent on managing social networks? Would you like to increase this time? Why or why not?

DEMOGRAPHICS

* What are the demographics of your current audience?
* What types of current audiences would you like to deepen or new audiences would you like to expand into?
	+ Why?
* Do you know what kind of news/information these targeted audiences you would like to reach are currently accessing?
	+ Examples of outlets
	+ Platforms they are using (web, mobile, print, video, etc…)

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?
	+ 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?

GOALS AND PROJECT DEVELOPMENT:

* Please provide a short overview on your organization’s digital goals (i.e. revenue generation, platform expansion, new journalism models and content delivery, audience, community engagement, etc..) by the end of 2010.
* Do you have revenue generation, journalism, or community engagement ideas/programs that you want to explore/implement in the next few months? If so, please give a short overview.
* How essential do you think mobile is for your future development? What areas do you want to explore in mobile?