



## Digital Refresh Workshop Application

The Media Consortium 2010

### DIGITAL REFRESH WORKSHOP APPLICATION

**Your organization must be a dues paying member of The Media Consortium to qualify for consideration.**

**Application Deadline:** Return form to Tracy Van Slyke at [tracy@themediaconsortium.com](mailto:tracy@themediaconsortium.com) no later than March 10. If you have questions about the program or application form, please don't hesitate to contact Tracy or Erin Polgreen at [erin@themediaconsortium.com](mailto:erin@themediaconsortium.com). We will announce the three organizations that will kick off the Digital Refresh Workshop program by March 22.

Name: Jason Barnett

Title: Executive Director

Contact Information (email/phone):

[jason.barnett@theuptake.org](mailto:jason.barnett@theuptake.org)

612-708-8224 (c)

1. It's important that the people and organizations involved in this project are excited and ready to commit to developing a new digital operational strategy. This project will require 5-10 hours of editorial/publishing staff time a month (for three months) in addition to preparation time and participation in the two-day strategic workshop. Please list key members of your editorial/publishing staff that will be able to commit to the Digital Refresh Workshop.

Jason Barnett: Executive Director

Mike McIntee: Executive Producer

### **2. Briefly tell us why your organization wants to participate in the Digital Refresh Workshop. (500 words or less)**

The UpTake has yet to do an in-depth analysis of our digital profile in our first two years of operation. This year we intend to do just this and have recently received a grant to develop our self-sustaining models and revenue streams. We are going to research and pursue tools to

establish our strategies to maximize our business model. The Digital Refresh Workshop is ideal to help us achieve these goals and thus will significantly help us achieve the goals of our grant. By participating in this program we will be able to gain the knowledge to find our best practices and help us identify problems we have so far been blind to with the support of experts and within a solid time-frame.

The UpTake's team is used to diving in and learning new tools and techniques of journalism. Part of our mission is to try new things and help others learn these skills too. If we are able to participate in this program, we would be excited to add what tools we can to our training curriculum where appropriate to help citizen journalist maximize their own impact.

**3. Tell us where you think your organizations currently stands in terms of digital operations and where it should be in 2012. (300 words or less)**

One of the reasons The UpTake is successful is we are an early adopter of cutting edge video, digital interactive and social networking technology. Now our challenge is to stay on top of the rapid changes and new tools. Not just what the tools are, but how they can be game changers and create opportunities for us to reach more people more effectively. With these goals, we feel it necessary to expand our mobile outreach and distribution. We've seen signs of how big mobile technologies will change how communities interact with and consume media, and we want to develop our mobile programs to take advantage of this as soon as possible.



**Digital Refresh Workshop Application-page 2**

*In order to understand your organization's needs, we need you to submit a digital snapshot. (This information will be kept private.) Please fill in the following:*

**4. What platforms are you currently active on? Put an X next to all that apply and please note the relative size of your audience on each:**

- Print \_\_\_\_\_
- Online   X
- Mobile web \_\_\_\_\_
- iPhone (or other) mobile app \_\_\_\_\_
- Text messaging \_\_\_\_\_

- Television \_\_\_\_\_
- Online video X
- Facebook X
- YouTube X
- Twitter X
- Other (please note):

**5. What platforms are you hoping to integrate by 2011? Mark an X to all that apply.**

- Print \_\_\_\_\_
- Online X
- Mobile web X
- iPhone (other) mobile app X
- Text messaging X
- Television X
- Online video X
- Facebook \_\_\_\_\_
- YouTube \_\_\_\_\_
- Twitter \_\_\_\_\_
- Other (please note): Online Television

**6. Please fill in:**

7. Average monthly unique visits 47,000 (monthly average since June 2008)

8. Current size of your e-newsletter list 3000

Note: Our traffic is not based only in views to our main website. Since we are a video-based organization, we put higher weight to views to our videos. This is much more complicated to compile because of the many video platforms we use. We have two main categories of video views, 1: Live video (through Livestream.com) and through produced videos (living on sites like YouTube and Blip.tv)

Livestream.com calculates viewership by minutes viewed. Currently though our main Livestream channel we have **24,572,472** viewer minutes, making us one of the most viewed channels on that platform.

A rough compiling of video views through our other video channels we use TubeMogul.com for analytics, to dates we roughly have **4,000,000** video views.

**7. Do you accept advertising?** (Please note if you accept advertising in print, online, and/or phone). Advertising on video only. This is something we'd like to change.



### Digital Refresh Workshop Application-page 3

**8. What is your annual overall budget? What is your annual budget for digital strategies/development?**

9.

Our 2009 budget was very small, approaching \$100,000. In 2008 it was more than double that. Our estimated 2010 budget is dependent upon many factors, but we are hoping to reach \$200,000. We have never separated a specific budget for digital strategies or development to date. This is changing as of this year, and we have a \$75,000 grant to focus on development and strategies to build our revenue streams. Since all our content distribution is online, our digital strategies are key to our bottom line, and are a very important aspect to our business plan.

**9. How large is your staff? Please note if any staff members multitask across positions. We all multitask across positions.**

- How many work in editorial? 1
- In publishing? 0
- Do you have a staff person dedicated to advertising? No
- In outreach/communications/marketing? 2
- In technology? 2
- 

**10. Do you have any major plans to innovate/expand platforms for 2010/11? Please explain.**

We are always planning for innovation and expansion. Our hopes are to expand into the mobile web in a serious way, using all mobile technologies possible (mobile apps, text messaging, etc etc). The other large plan is to update our website into a more user-friendly version of our current platform and have both the mobile and traditional online systems integrate seamlessly with each other.

11. Anything else you want to add?

