Dear Media Consortium Members and Friends,

Our Metrics Impact Innovation and Incubation Lab has begun. This lab is designed to measure the impact of editorial collaborations on public discussion. Specifically, the lab will measure whether editorial collaborations around specific topics shift the prevailing “meme” or “narrative” around such topics in the digital space.

The lead experimenter in this lab, Prof. Gary King, is currently setting up his measurement tools. To be most effective, we need to find out where YOU want to have most impact. On which topics do you think your investigations and reporting will have the potential to change public conversation in the coming year?

Please take this survey to help us set up the lab.

We know that you can’t predict what your reporters will discover. What we are asking you to do is predict what topics they will be assigned. Please make your best guess.

This survey is critical to our ability to conduct the Metrics Impact Lab. It is necessary to produce the tools you need to measure your impact. Please assign an editor, producer or manager on your team to take the survey. We need these returned by October 20.

DEFINE SURVEY TAKER

**Question 1 (req):**

Name of your Organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question 2 (req):**

Your job title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MAIN CONTENT OF SURVEY

**Question 1:**

If your organization focuses on one primary topic area, please indicate it below. You may only check one box.

--Economy

--Environment

--Foreign Policy

--Media Reform

--Race Equity

--Religion

--Reproductive and Gender Justice

--Other (limit 5 words)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

--My Organization focuses on more than one topic area

**Question 2:**

Into which of the following topics is your Organization likely to put significant resources in 2013? You may check as many boxes as are relevant.

--Economy (A)

--Environment (B)

--Foreign Policy (C)

--Media / Media Reform (D)

--Race Equity (E)

--Religion (F)

--Reproductive and Gender Justice (G)

--None of the Above

**IF they check box A go to Question 3, if not, go to next Question:**

Into which of the following topics is your Organization likely to put significant resources in 2013? You may check as many boxes as are relevant.

--Bank Reform

--Citizens United

--Education

--Healthcare

--Housing

--Immigration

--Labor Movement

--National Debt

--Social Security

--Taxes

--None of the Above

**If they check box B, go to Question 4. If not, go to next Question:**

Into which of the following topics is your Organization likely to put significant resources in 2013? You may check as many boxes as are relevant.

--Climate

--Energy

--Food

--Labor Movement

--Recycling

--Transportation

--Water

--Wildlife

--Wilderness

--None of the Above

**If they check box C, go to Question 5. If not, go to next Question:**

Into which of the following topics is your Organization likely to put significant resources in 2013? You may check as many boxes as are relevant.

Etc.

**Last Question in this series:**

Please list the top 5 topics you plan to put significant resources into in 2013. They may be the same or different from topics in this survey:

1.

2.

3.

4.

5.

FINAL SECTION IS ON IMPACT

**Question 1:**

Imagine this scenario. A funder or VC gives you enough money to produce all your content for one year. You can focus on any topic area you like, but you can only choose one topic area. Which topic area do you choose:

--Economy

--Environment

--Foreign Policy

--Media Reform

--Race Equity

--Religion

--Reproductive and Gender Justice

--Other (limit 5 words)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question 2**

You find a magic lantern. When you rub it, a genie pops out and tells you that one of your stories will change the direction of public conversation in 2013. And guess what? You get to choose the story! What’s the title of the story that will change the public conversation in 2013?

Text box.

**Question 3:**

If asked to describe your Organization’s political leaning, you would say it is:

--Progressive

--Left-wing

--Liberal

--Non-Partisan

--Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question 4:**

What is the political leaning of your audience?

--Progressive

--Left-wing

--Liberal

--Independent

--Other

**Question 5:**

Who do you most want to talk about your stories on social media (you can only choose one):

--Progressives

--Conservatives

--Independents

--Corporate/Mainstream Media

--Politicians of either party

--Other

**Question 6:**

Whose opinions do you most want to influence with your stories:

--Progressives

--Conservatives

--Independents

--Corporate/Mainstream Media

--Politicians of either party

--No one: we don’t want our stories to influence anyone

--Other

**Question 7:**

What did you think of this survey?

Text box