Digital Profile Survey

Default Report ⬍

Response Type:
Normal Response

Collector:
Digital Profile Survey
(Web Link)

Custom Value:
empty

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Response Started:
Wednesday, June 30, 2010 11:54:44 PM

Response Modified:
Friday, July 2, 2010 1:46:25 AM

1. Please enter the name and titles of all individuals filling out this survey on behalf of your organization.

Noel Rabinowitz Dir New Media, Kai Wright Editorial Dir, Tammy Johnson Dir Strategic Partnerships, Jorge Rivas Multimedia Producer, Channing Kennedy Multimedia Associate, Sonia Peña Assoc Dir

2. What percentage of your editorial production time is spent producing:

- text: - 65

- video: - 15

- audio: - 0

- photo: - 10

- graphics/charts: - 10

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

- original to the web: - 85

- original to print: - 5

- original to print but adapted for the web: - 10

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

- produced stand-along segments: - 70

- clips that run with text content: - 30

- livestreams: - 0

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

- produced stand-along segments: - 50

- clips that run with text content: - 50

- livestreams: - 0

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

- slideshows or other stand-alone products: - 10

- photos that are paired with text stories: - 90

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

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)
- text content:								X		
- video content:									X	
- audio content:		X								
- photographic content:			X							
- graphics/charts/visuals:								X		

Please explain your reasoning for any answers rated over 5:: Text-based journalism is core -- need to increase staple capactity. Video content and Infographics for increased time on page -- emotional, factual and credibilty for "Aha" moments

8. How many times a week do you publish:

- a piece of text content: - 20
- a piece of video content: - 3
- a piece of audio content: - 0
- a piece of photographic content: - 20
- a piece of graphic/chart content: - 3

9. Are you interested in increasing the following visual/journalistic products?

Timelines

Charts

Slideshows

Other interactive content

10. Which best describes the timing of your publishing:

- "I publish when the news is fresh/breaking"

We don't post on weekends except in special cases. Note, the 3x/wk video is capture-based. We aim to do min 2x/mo original vids

11. Do you have a community manager? Why or why not?

No FTE yet. We see need. It's been a job split among several staffers.

12. How are you fostering community engagement on your website? (Select all that apply)

- Comments

- Soliciting ideas for stories or tips

Action center is a work in progress. Call to action mixed in with news. We did one chat roundtable, on the LinkTV special -- good learning experience.

13. If you allow comments on your site, how many per week do you receive?

Now approx 50 per week. Since setting our comments to allow unregistered users, the number of comments we've gotten has approx tripled.

14. To post a comment, a reader has to:

- enter a random name and hit publish

We are using Disqus for commenting and no required login