

	Yes	No
1. Most people in our newsroom would say our audience is the “general public” or “citizens” of our metro area.		
2. We do not have at least five specific audiences that we absolutely “own” in our metro area (meaning we reach more of them and have more of their attention than <i>any</i> other local media, from local TV to niche websites).		
3. We use social media to build referral traffic, find sources and get user generated content but not to listen to audiences and track their current interests and concerns.		
4. We herald traffic on stories that become viral hits but do not routinely ask how much of that traffic is within our market.		
5. Our primary digital measure in the newsroom is total page views from all sources.		
6. We usually review audience data in aggregate, e.g. total page views and unique visitors for the newsroom as a whole.		
7. We have tension in our newsroom between some folks trying to drive up traffic on a story and others who see such efforts as ‘click chasing’		
8. There is concern and hesitancy about making story-level data available to individual reporters, including “real time” data (e.g. Chartbeat).		
9. Our desks/departments are described largely by the topics, institutions and entities they cover (city hall, arts orgs, major employers, etc.)		
10. Covering meetings is a mainstay of some reporter’s beats.		
11. Our current beats are largely the same as they were three years ago.		
12. It would be hard to say to what degree a given desk/department has done <i>quantifiably</i> better over the last year in regard to audience development.		
13. Editorial meetings focus almost entirely on stories – what’s developing, what to cover, who’s covering it.		
14. The question “who’s the audience for this story?” is rarely asked in editorial meetings.		
15. Most stories originate in response to an event or something the newsroom senses is important rather than thinking about audience needs and interests.		
16. Our stories are driven by covering the “who, what, when and where” of the story itself more than tying it to the needs, concerns and interest of the audience.		
17. Most of our stories follow a standard form; we don’t often use different story forms to engage audiences in the content based on their needs and interests.		
Total:		