

How to Build or Expand a News/Academic Partnership

(a.k.a. Sustainability and Community Needs Worksheet)

NOTE: Do not overpromise.

Community Needs

1. What **specific community needs to be served** — geographic, demographic, topical?
 - a. What are the **key issues or ideas that need to be covered** in this community?
2. Who are the **community stakeholders** you need to talk to before you start?
3. What is your **community survey plan** — research, interviews, observations, orientation to community?
4. How will you achieve **community engagement** — events, listening sessions, digital products, outreach?

Publication Needs

5. Will you operate as a **daily, weekly or monthly** with new content?
 - a. How many **pieces of content per week** are you hoping to have?
6. What **products and/or platforms** do you plan to be on? *Why?*

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7. What **level of editing and fact-checking** do you plan to do — from student media model (no prior review) to full news organization model (all content is edited)?

Staffing/Educational Needs

8. **How many students**, based on the above answers, can you actually handle?
9. Will content be **graded, assessed for credit, or given feedback**?
10. How many **hours per week** do YOU have for this?

Institutional Needs

11. What **kind of protection or assurances** will you need for legal issues based on your model?
12. What are your **technology needs** — from website to internal/external communication to equipment?
13. How much **funding and support** do you need to do this?