

## 7 Steps Toward Creating a Sustainable Entrepreneurial Journalism Project

URL For this Doc: <http://bit.ly/ejsteps>

Slide Presentation on This Topic: [bit.ly/ej7success](http://bit.ly/ej7success)

For a collection of Entrepreneurial Journalism links: [bit.ly/ejlinks](http://bit.ly/ejlinks)

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### 1. Market Research

- a. Asking the key questions (qualitative research)
  - i. What does your audience care about
  - ii. What are they reading/watching/listening to/doing
  - iii. What are their problems/issues/challenges
  - iv. What are your audience's demographic/psychographic/geographic characteristics?
- b. Gathering key data (quantitative research)
  - i. How many people are in the target group/groups
  - ii. How much do they spend
  - iii. How much time do they spend online, etc

[Click here for examples of some specific research resources](#)

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### 2. Competitive and Landscape Analysis

- a. Identify your key competitors/key alternatives
  - b. Identify potential partners
  - c. What are they doing well
  - d. What are they missing
  - e. Where could their strengths complement your weaknesses and vice versa
  - f. What elements of what others are doing can you model or learn from
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### 3. Content Development

- a. Preparing basic content elements (mission statement, about page, initial blog posts)
  - b. Developing key multimedia assets (1 set of photos, short trailer video, slideshow)
  - c. Explanatory pitch materials for potential partners/investors/advertisers (1-pager)
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#### **4. Audience Outreach**

- a. Building a social media presence on key networks relevant to your community
  - b. Listening to - and learning from - your community
  - c. Developing a rapport with key community members/influencers
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#### **5. Revenue & Cost Preparation**

- a. Considering the 6 revenue approaches and brainstorming potential possibilities [ads, membership/subscriptions, expertise/services, events, products, donations]
  - b. Identifying the revenue approaches working in other contexts for relevant businesses and competitors, and those in related coverage areas
  - c. Testing the waters with potential clients/paying customers/audience, etc. and working with a first customer, even if on a trial or “alpha” basis
  - d. Assessing your expenses and building a preliminary budget
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#### **6. Management Development**

- a. Assessing your own strengths and weaknesses, with the help of friends, colleagues and mentors to determine what gaps you need to fill and what you should focus your energies on
  - b. Finding colleagues to work with and developing community collaborators
  - c. Taking time out to think about the big picture and your long-term goals
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#### **7. Progress Measurement**

- a. Determining what your key indicators are, what metrics you need to track and how you’ll define success (External metrics)
  - b. Putting in place a system to measure progress regularly toward internal project goals (Internal metrics)
  - c. Thinking about what you need to change, what to do even more of, and how best to pivot and what to fix at each stage of your progress.
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# Market Research for Entrepreneurial Journalists

- Credit to Barbara Gray for Many of these Resources:

## **Demographics**

**Census 2010** – population count, race, sex, selected housing info

**American Community Survey (ACS)** – estimates for everything else, from the census bureau.

[Social Explorer](#) census and other demographics data accessed in reports and maps.

[Infoshare](#) census data on NYC

## **Market Research Info**

Research Alert Yearbook (password-protected [pdf](#) on CUNY Research Center Site)

[Gallup Brain](#) searchable database of Gallup Public Opinion Polls

These database resources are available **onsite** at [Baruch College's Newman Library](#).

Bring your CUNY ID to the [Baruch Library Reference Desk](#) and they'll give you a temporary login to use a computer in the library.

- [eMarketer](#) marketing research related to online marketing and e-commerce.
- [SRDS](#) Media Solutions – Local Market Audience Analyst (does not work with firefox – must use explorer) psychographics for target audience
- [Mintel](#) Global Market Navigator

[Get a NY or other Local Public Library Card](#), so you can use the resources **onsite** at [Science, Industry and Business Library \(SIBL\)](#)

- You can access [these marketing databases onsite at SIBL](#) including eMarketer and Euromonitor

## **Market Research Reports**

[BIA Kelsey](#) local media advertising research & forecasts

[MarketingCharts](#) marketing data & charts for interactive media marketers

[Interactive Advertising Bureau Research](#)

## **Measure Web audiences**

Alexa.com

[Quantcast.com](#)

[Google Ad Planner](#)

[Google AdWords](#)

[Compete.com](#)

## **Find a stakeholder that might have your data**

[Associations Unlimited](#) find organizations and associations by keyword

## **Search trade articles in these databases for the market research you can use**

[LexisNexis Academic](#)

[Factiva](#)

[ABI/Inform](#)

## **Go to a commercial data provider (try calling them and see what you get)**

[Nielsen communications](#)

[ComScore](#)

[Scarborough](#)

[Borrell Associates](#)

## **Conduct surveys in target demographic**

[Google Forms](#)

[Wufoo](#)

[Zoomerang](#)

[Facebook Ad Tools](#)

Or use one of these services that uses social networks as samples for market research surveys:

<http://askyourtargetmarket.com/pages/pricing>

<http://lab42.com/pricing/>

<http://www1.peanutlabs.com/about/>

## **Additional resources**

[CUNY J-School, New Business Models for News](#)

[Google Adwords Blog](#)

[MarketingToday](#)

[ZenithOptimedia Marketer's Portal/Marketer's Directory](#)

[Adobe Scene7 2011 Survey: Digital Marketing in the Next Decade Key Findings, April 2011](#)

[Go4Funding Market Research Tips for Startups](#)

[Digital Marketing Guide: How Do You Slice and Dice Your Target Audience When Buying an Ad?](#) AdAge Feb 2011

[What's The Social Technographics Profile Of Your Customers?](#)

Forrester Research

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## **Additional Resources for Learning More:**

### **Accelerators:**

<http://21212.com/> = Brazilian Media Accelerator

### **For Learning about Entrepreneurship:**

[bit.ly/entrepreading](http://bit.ly/entrepreading) = Quora Summary of Best Resources for Learning about Entrepreneurship

### **For Gaining Inspiration:**

The Myths of Innovation, by Scott Berkun. Terrific book full of anecdotes, ideas and inspiration.

### **For Putting Together A Business Model:**

Business Model Generation Great guide to thinking about your business and its various characteristics, particularly helpful for creative people and organizations, and much more flexible than traditional business plan books/templates.

### **For Keeping Tabs on Ongoing Entrepreneurial Journalism Projects:**

Local Journalism Startups: <http://www.blockbyblock.us>

The News Frontier Database: [http://www.cjr.org/the\\_news\\_frontier\\_database/](http://www.cjr.org/the_news_frontier_database/)

Encyclopedia of Media Startups: [Nieman's Encyclo](#)

### **For a Summary Update of Recent Entrepreneurial Journalism Projects**

[bit.ly/jlabnotes](http://bit.ly/jlabnotes) & <http://sfy.co/HgM> = Summaries of #ONA11 Entrep. Journalism 9/22/11 Panels

### **For a Helpful Guide to Building Out Content:**

<http://docs.argoproject.org/starter-guide/> = Argo's Starter Content Guide

### **For an Estimate of How Long it Takes to Run a Site (By Amy Gahran):**

[Content Budget Calculator \(link is an Excel spreadsheet\)](#)

### **For [Metrics to Help Assess Your Entrepreneurial Project's Social Media Approach](#)**

[A Few Suggestions for a Digital Toolkit for Building Your Site](#)

### **For Case Studies on Using Social Media to Build an Audience:**

[bit.ly/smcastudies](http://bit.ly/smcastudies)

[Pew Research On How People Find Info About Their Communities](#)

Tools for Business Plan Writing and Starting Up:

From MakeUseOf.com

- 1) [Plan2Biz.com](#) (Explainer: [Plan2Biz Business Plan Templates](#))
- 2) [3 Free Tools to Plan and Visualise Your Start-Up Business](#)
- 3) [10 Inspiring Blogs for Entrepreneurs](#)
- 4) [8 Sites with Creative Ideas for New Businesses](#)

**For Slides on Developments in Entrepreneurial Journalism:**

<http://bit.ly/ejupdate>

**50+ [Additional Links and Readings Related to Entrepreneurial Journalism](#)**

Helpful Organizations:

[Knight Digital Media Center](#)

[The Poynter Institute](#)

[CUNY Graduate School of Journalism](#)

[Nieman Lab at Harvard University](#)

[The Knight Center for Digital Media Entrepreneurship](#)

[J-Lab](#)

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