

# BAY CITIZEN

location: Bay Area, CA

founded: May 2010

web: <http://www.baycitizen.org>

twitter: @TheBayCitizen

## PARTICIPANTS AT MONDAY'S MEETING

Lisa Frazier, President & CEO

### PART 1: OVERVIEW QUESTIONS

**1. What is the purpose and focus of your organization?**

The Bay Citizen's mission is to enhance civic and community news coverage in the Bay Area, stimulate innovation in journalism, and foster civic engagement

**2. How are you different from "traditional" media online?**

We will be leveraging technology more fully to deliver a two-way civic engagement dialogue on and offline. We are also building an R&D pipeline that traditional media companies are unable to foster.

**3. What is your financial sustainability plan?**

Achieving sustainability requires an investment of time, resources and capital over 5 years. The economic model is a hybrid model of public broadcasting membership model and traditional for-profit media revenue streams.

**4. What are your most reliable sources of revenue?**

N/A

**5. What are two technological innovations - or services made possible by recent technological innovation - that you've introduced in the delivery of news and information to your readers?**

N/A

**6. How effective are you in getting your content to people?**

N/A

**7. How do you measure your success?**

We will measure our success through multiple lenses - investors, community and employee. It is important to identify the impact we are having via social ROI for philanthropic investors as well as Marketing ROI for corporate sponsors

**8. What do you hope to learn or get out of the Austin meeting?**

Meeting representatives from other organizations like ours, deeper understanding of existing challenges and identifying opportunities to support each other

### PART 2: DETAILS ABOUT YOUR ORGANIZATION

**1. What is your technology platform?**

Django based content management system

**2. Do you share technology platforms and costs with other organizations?**

We aspire to do so

**3. How many full-time journalists (journalists or editors) do you have?**

We will have 15 by next month

**4. How many part-time journalists or freelancers do you retain?**

We do have some freelancers working but given our pending start-up status longer term needs are yet to be defined.

**5. What is the percentage breakdown of revenue by sources?**

Majority high-networth donations have been the focus of our fund raising efforts to date - this represents ~97% of our revenues

**6. Without foundation support, what would your organization look like?**

Without foundation support, we will dramatically slow our path to sustainability and limit our technology and innovation investments.