

CONNECTICUT NEWS PROJECT / CT MIRROR

location: Connecticut

founded: 2010

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

twitter: @ctmirror

PARTICIPANTS AT MONDAY'S MEETING

James Cutie, CNP COO, CT Mirror

PART 1: OVERVIEW QUESTIONS

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

The Connecticut News Project, Inc. is an independent, non-partisan, non-profit news organization created to reinvigorate coverage of Connecticut's state government, public policy and politics. Our primary goal is to ensure that the people of the state are better informed about their government and its activities, so they can more effectively participate in the development of public policy and hold officials accountable for understanding and addressing the state's needs. We will achieve this goal through original and reliable reporting presented on our website, www.ctmirror.org, and distributed through various other platforms and technologies.

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

no advertising, no subscriptions, distribute simultaneously to other outlets

3. What is your financial sustainability plan?

Move to foundation/underwriter/donor supported model

4. What are your most reliable sources of revenue?

Currently, Foundations

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?

Facebook, Twitter, Google Translator

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

So far so good. 8 daily newspapers, 1 college newspaper, web sites, reprints, cross promotion with NPR etc.

7. How do you measure your success?

Google analytics, syndication pick-up, geographic reach etc.

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

On-going relationships; best practices, actionable deliverables

PART 2: DETAILS ABOUT YOUR ORGANIZATION

1. What is your technology platform?

Drupal

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

No

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

Five

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

Three

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

Foundations are virtually all of it at the current time.

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

We would not have launched on January 25, 2010.