

CROSSCUT.COM

location: Seattle, WA

founded: 2007

web: <http://www.crosscut.com>

twitter: @crosscut

PARTICIPANTS AT MONDAY'S MEETING

David Brewster, Editor/Publisher

PART 1: OVERVIEW QUESTIONS

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

Crosscut.com is a three-year-old daily web magazine published in Seattle and covering the broader Northwest. It strives to produce and find the best journalism in the region each day and has a broad range of interests, like a general magazine. It is nonpartisan, in the sense that its writers often express analysis and opinion but the site has no editorial stance and plays many points of view with equal emphasis.

Crosscut Public Media is the publisher, a nonprofit entity. Crosscut.com began as a for-profit venture but shifted on Jan 1, 2009 to a new nonprofit group.

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

Crosscut aims to publish the best writing it can find, and is aimed at people who like to read good writing (thoughtful, knowledgeable, analytical, shaped into stories or essays, attention to tone) on the Web. It might best be described as a daily magazine. Its readers tend to be influential, open-minded, grown-up, eager for good data and challenging points of view. It embraces the nonprofit world of journalism for the public good and works enthusiastically with local foundations, their missions, and generous donors who care about the fate of local journalism.

3. What is your financial sustainability plan?

We pay attention to three revenue streams: membership and individual donors; advertising and underwriting; and grants. Future areas of growth appear to be conferences and syndication or other forms (like newsletters) of paid content.

4. What are your most reliable sources of revenue?

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?

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

Current figures: MUVs 62,000. MPVs 260,000. Newsletter subscribers 2,700. Annual members 600. Average member donation (excluding high end), \$90.

7. How do you measure your success?

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

PART 2: DETAILS ABOUT YOUR ORGANIZATION

1. What is your technology platform?

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

3. **How many full-time journalists (journalists or editors) do you have?**
4. **How many part-time journalists or freelancers do you retain?**
5. **What is the percentage breakdown of revenue by sources?**
6. **Without foundation support, what would your organization look like?**