

# NEW HAVEN INDEPENDENT

location: New Haven, CT

founded: September 2005

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

twitter: @newhavenindy

## PARTICIPANTS AT MONDAY'S MEETING

Paul Bass

### PART 1: OVERVIEW QUESTIONS

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

Publishing local professional, not-for-profit news websites in local communities in Connecticut.

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

We are completely local. We are not-for-profit. We cover breaking news and analysis in New Haven and five Naugatuck Valley towns intensively, continuously during the weekday, with a special focus on neighborhoods, government, school reform, nanotechnology, and criminal justice.

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

We are building on a base of regional institutional and charitable donors to seek three-year, five-figure annual commitments from a network of local high-net-worth individual donors; partnering with a print Spanish-language weekly to develop a fundable "bilingual newsroom of the future" experiment; and developing new approaches to reporting and promoting civic debate on a couple of key issues (including education reform, nanotechnology) for which we hope to raise larger, longer-term foundation support jointly for our two main sites.

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

About a dozen foundations and larger local institutional and individual donors.

#### 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?

An interactive crime map. A self-serve community calendar and "Flyerboard" social-networking bulletin-board service for events.

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

Over five years we've seen readership grow 25 percent a year, pretty steadily.

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

The impact we make in our community, the diverse and thoughtful discussions we spark and host through our reporting and strict moderation, the quality of our stories.

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

Ideas for obtaining funding, especially a) support for reporting beats; b) a long-term development position; and general sharing of experiences and strategies with colleagues in other cities, and possible collaborative raising of money.

### PART 2: DETAILS ABOUT YOUR ORGANIZATION

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

Expression Engine.

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

No

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

Six

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

Six

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

Roughly 2% ind. donations, 3% ads (incl. legal notices and flyerboard), 75% foundations, 5% high net worth individuals; 15% institutional sponsors.

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

It would be considerably smaller. We are aiming to decrease the percentage of foundation support to 50% for years 6-8 and dramatically increase the percentage of support from high net worth individual donors as well as smaller donors.