

Center for Independent Media: Key Performance Indicators

All New Journalist Programs (CO, IA, MI, MN)

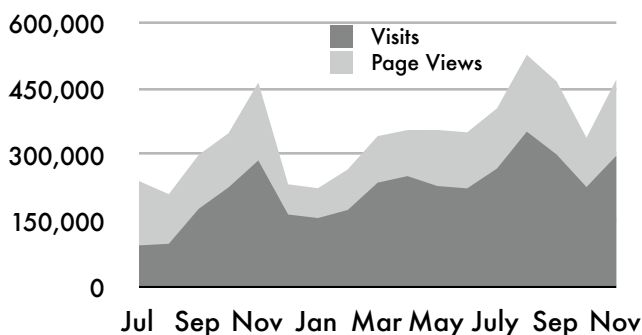
Online Performance

Month	Visits	Page Views	# of Posts	# of Comments	Technorati Links*
Jul	90,755	237,013	224	141	1,849
Aug	94,412	207,174	856	960	12,756
Sep	173,733	296,522	886	1,503	21,895
Oct	222,495	345,673	840	1,103	31,332
Nov	283,769	461,001	1,242	2,295	37,785
Dec	161,010	229,541	689	1,268	52,051
Jan	152,865	220,781	756	1,090	67,875
Feb	171,331	263,595	769	1,519	84,236
Mar	233,349	339,150	1,010	1,753	110,018
Apr	248,167	352,944	877	1,857	129,885
May	225,722	353,230	1,183	2,089	141,156
June	220,315	347,730	998	1,470	156,265
July	265,380	402,360	992	2,950	211,905
Aug	349,296	523,862	1,117	1,777	243,517
Sep	297,273	463,274	1,289	1,558	258,646
Oct	223,410	335,491	857	1,030	259,900
Nov	294,403	467,916	910	1,088	288,003
Total	3,707,685	5,847,257	15,495	25,451	288,003

Offline Performance (TV, radio, newspapers)

Month	Direct Citations	Indirect News Impact	Media Bookings
Jul	2	0	1
Aug	19	2	10
Sep	17	17	11
Oct	110	25	6
Nov	71	210	21
Dec	11	3	28
Jan	16	6	12
Feb	6	25	11
Mar	8	23	32
Apr	16	21	20
May	7	16	16
June	13	9	16
July	23	11	10
Aug	88	11	18
Sep	34	15	11
Oct	19	6	14
Nov	54	17	18
Total	514	417	255

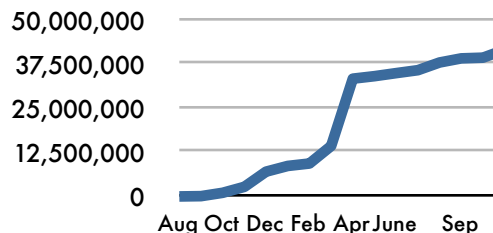
Web Traffic



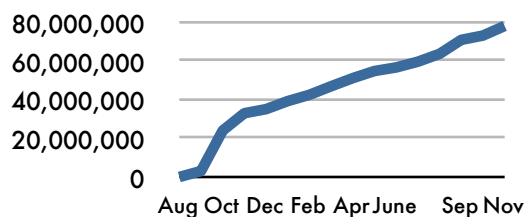
November Media List

Atlanta Journal-Constitution, Boulder Daily Camera, CBS 4, Colorado Spring Independent, Denver Post x 3, Greeley Tribune, KBDI Channel 12, KNUS - AM x 2, Politics West, Rocky Mountain Chronicle, Rocky Mountain News, Westword, AAR - Minnesota Matters, AM 1280 the Patriot, Buzz MN, City Pages, Daily Mole x2, Dickinson Press (ND), John Rash Journalism Class at U of M, KFAL x 2, Media Alliance "Life After Newspapers" panel (3 panelists participated), Metroblogging, Minnesota Daily, MinnPost, Mnspeak, MN Alliance of Peacemakers, Pioneer Press, Polinaut x2, Salon.com x2, Star Tribune x 5, Talking Points Memo, Twin Cities Daily Planet x 9, Volokh Conspiracy, Wonkette, Cleveland Magazine, Daily Iowan, Des Moines Register x2, Taylor Marsh Radio x 4, Wisconsin Public Radio, Alternet, Chronicle of Philanthropy, Democratic Daily, Detroit Free Press, Dispositionate Liberal, Dissident Voices, Dome Magazine, FoxNews.com, Huffington Post, Huffington Post/OffTheBus, Irish Times, Lansing State Journal, Michigan Liberal x 2, Netroots Nation 2008 Kosmos, Northern Express Weekly, Pacific Free Press, Patrick Ruffini, Pridesource.com x 3, The Guardian, The Nation, WTCM AM 580 - Newstalk

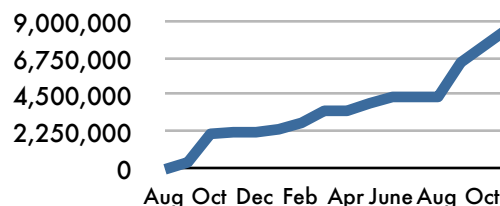
All Radio



All Print



All TV



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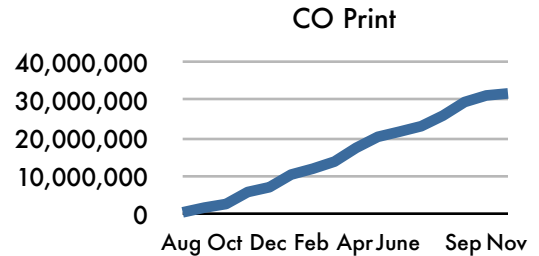
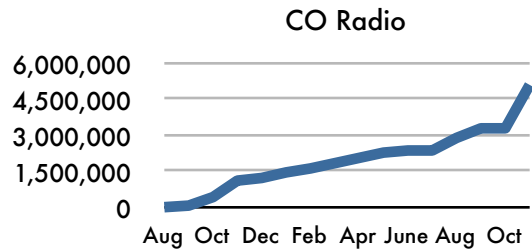
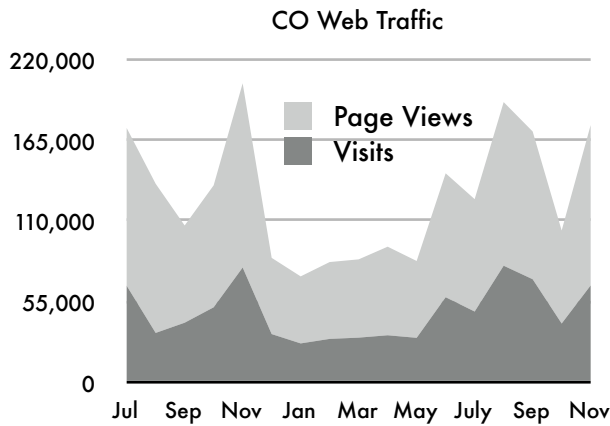
Colorado New Journalist Program (July 2006 launch)

Online Performance

Month	Visits	Page Views	# of Posts	# of Comments	Technorati Links*
Jul	64,869	107,567	224	141	1,849
Aug	32,716	101,708	405	312	10,421
Sep	39,671	66,311	286	135	15,970
Oct	50,181	83,181	284	229	25,205
Nov	77,308	125,596	522	849	29,686
Dec	31,924	51,976	299	562	45,343
Jan	25,559	45,705	308	342	56,728
Feb	28,643	52,395	311	503	70,164
Mar	29,498	53,373	501	459	81,137
Apr	31,113	60,399	347	347	96,308
May	29,370	52,391	360	593	111,462
June	57,047	84,484	275	341	124,183
July	47,286	76,637	202	318	137,829
Aug	78,533	111,560	184	433	165,186
Sep	69,314	100,751	182	376	168,326
Oct	39,123	63,423	143	217	173,629
Nov	65,105	109,313	146	236	184,370
Total	797,260	1,346,770	4,979	6,393	184,370

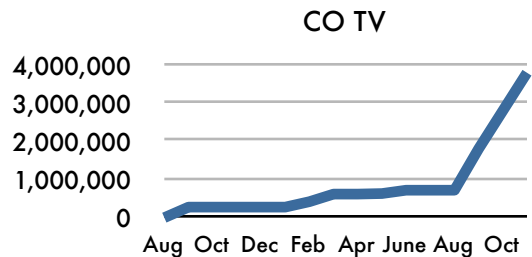
Offline Performance (TV, radio, newspapers)

Month	Direct Citations	Indirect News Impact	Media Bookings
Jul	2	0	1
Aug	15	0	6
Sep	1	3	4
Oct	9	13	5
Nov	14	16	9
Dec	7	2	3
Jan	8	3	2
Feb	3	2	4
Mar	7	8	5
Apr	9	5	4
May	2	11	5
June	3	6	6
July	8	3	2
Aug	81	5	1
Sep	6	9	3
Oct	6	4	3
Nov	8	4	3
Total	189	94	66



November Media List

Atlanta Journal-Constitution, Boulder Daily Camera, CBS 4, Colorado Spring Independent, Denver Post x 3, Greeley Tribune, KBDI Channel 12, KNUS - AM x 2, Politics West, Rocky Mountain Chronicle, Rocky Mountain News, Westword



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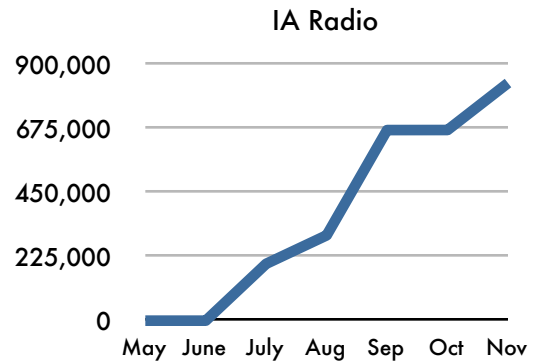
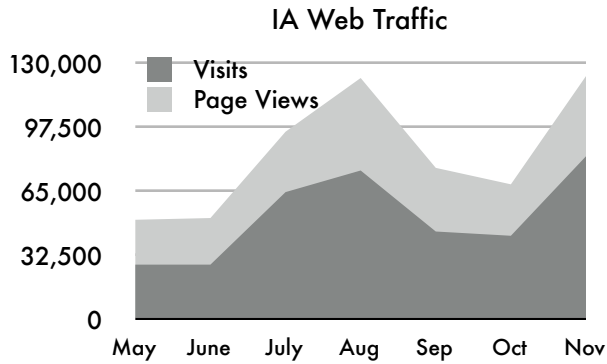
Iowa New Journalist Program (May 2007 launch)

Online Performance

Month	Visits	Page Views	# of Posts	# of Comments	Technorati Links*
May	26,760	49,535	406	180	2,721
June	26,766	50,422	392	124	4,423
July	63,588	94,255	395	1,316	37,038
Aug	74,561	121,530	453	443	46,303
Sep	43,578	75,895	579	266	52,112
Oct	41,417	67,539	393	172	58,153
Nov	81,797	122,504	374	296	67,330
Total	358,467	581,680	2,992	2,797	58,153

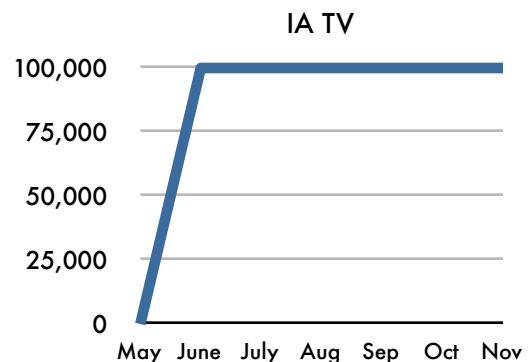
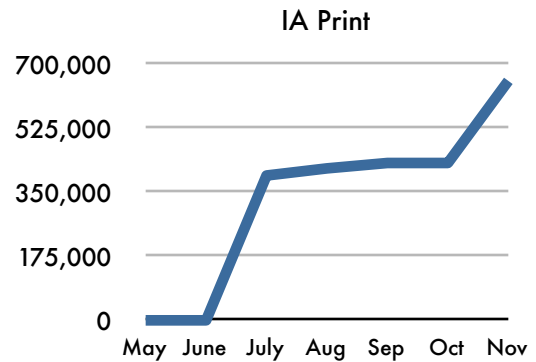
Offline Performance (TV, radio, newspapers)

Month	Direct Citations	Indirect News Impact	Media Bookings
May			
June			
July	1	2	1
Aug	0	1	1
Sep	0	1	3
Oct	0	0	4
Nov	0	4	5
Total	1	8	14



November Media List

Cleveland Magazine, Daily Iowan, Des Moines Register x2, Taylor Marsh Radio x 4, Wisconsin Public Radio



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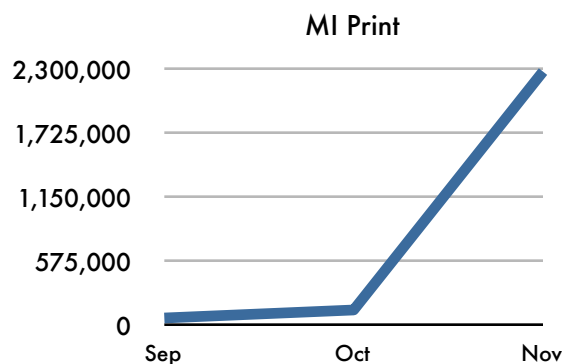
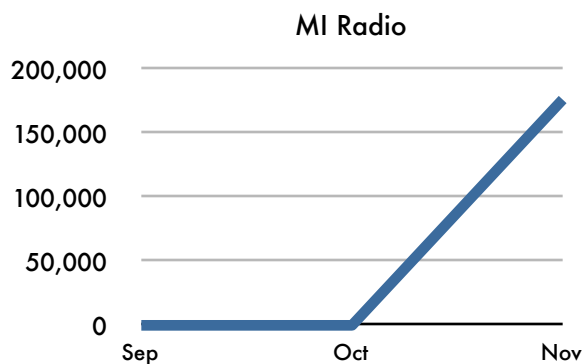
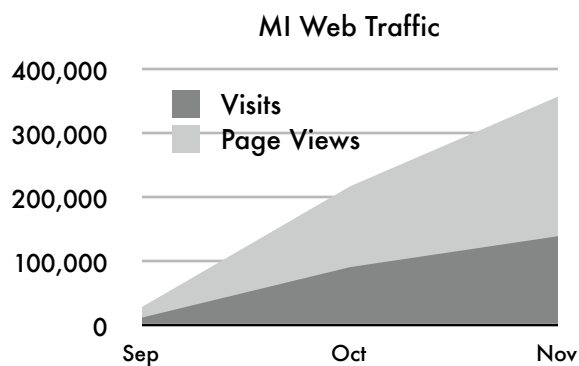
Michigan New Journalist Program (September 2007 launch)

Online Performance

Month	Visits	Page Views	# of Posts	# of Comments	Technorati Links*
Sep	9,486	26,153	134	62	285
Oct	88,332	214,579	78	20	1,994
Nov	136,646	354,870	205	101	10,726
Total	234,464	595,602	417	183	10,726

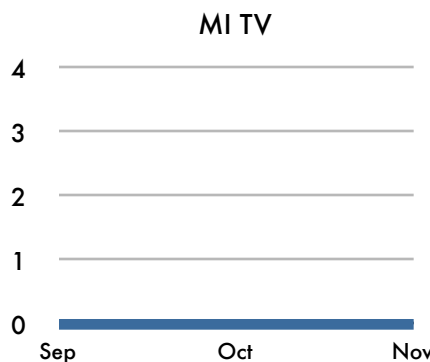
Offline Performance (TV, radio, newspapers)

Month	Direct Citations	Indirect News Impact	Media Bookings
Sep	0	1	0
Oct	3	2	2
Nov	17	7	1
Total	20	10	3



November Media List

Alternet, Chronicle of Philanthropy, Democratic Daily, Detroit Free Press, Dispationate Liberal, Dissident Voices, Dome Magazine, FoxNews.com, Huffington Post, Huffington Post/OffTheBus, Irish Times, Lansing State Journal, Michigan Liberal x 2, Netroots Nation 2008 Kosmos, Northern Express Weekly, Pacific Free Press, Patrick Ruffini, Pridesource.com x 3, The Guardian, The Nation, WTCM AM 580 - Newstalk



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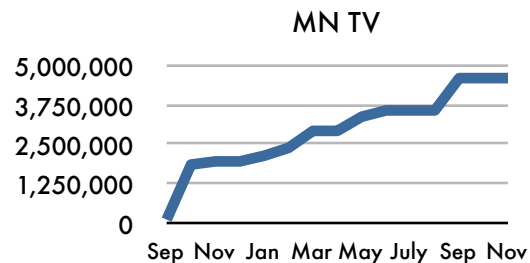
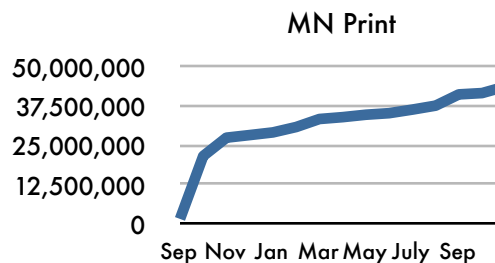
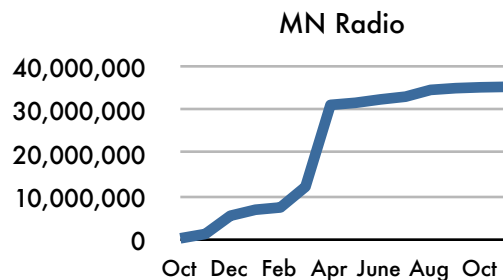
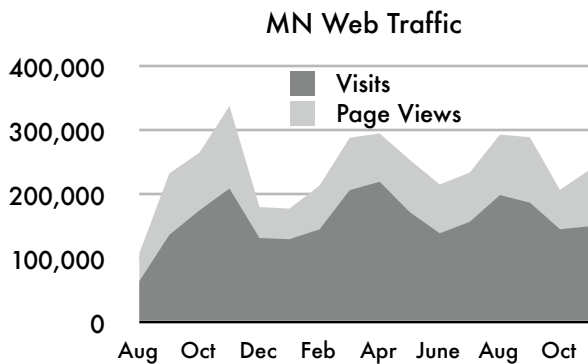
Minnesota New Journalist Program (August 2006 launch)

Online Performance

Month	Visits	Page Views	# of Posts	# of Comments	Technorati Links*
Aug	61,696	105,466	451	648	2,335
Sept	134,062	230,211	600	1,368	5,925
Oct	172,314	262,492	556	874	6,127
Nov	206,461	335,405	720	1,446	8,099
Dec	129,086	177,565	390	706	6,708
Jan	127,306	175,076	448	748	11,147
Feb	142,688	211,200	458	1,016	14,072
Mar	203,851	285,777	509	1,294	28,881
Apr	217,054	292,545	530	1,510	33,577
May	169,592	251,304	417	1,316	26,973
June	136,502	212,824	331	1,005	27,659
July	154,506	231,468	395	1,316	37,038
Aug	196,202	290,772	480	901	32,028
Sept	184,381	286,628	528	916	38,208
Oct	142,870	204,529	321	641	28,118
Nov	147,501	236,099	390	556	36,303
Total	2,526,072	3,789,361	7,524	16,261	36,303

Offline Performance (TV, radio, newspapers)

Month	Direct Citations	Indirect News Impact	Media Bookings
Aug	4	2	4
Sept	16	14	7
Oct	101	12	1
Nov	57	194	12
Dec	4	1	25
Jan	8	3	10
Feb	3	23	7
Mar	1	15	27
Apr	7	16	16
May	5	5	11
June	10	3	10
July	14	6	7
Aug	7	5	16
Sept	28	4	5
Oct	10	0	5
Nov	29	2	9
Total	275	303	163



November Media List

AAR - Minnesota Matters, AM 1280 the Patriot, Buzz MN, City Pages, Daily Mole x2, Dickinson Press (ND), John Rash Journalism Class at U of M, KFAI x 2, Media Alliance "Life After Newspapers" panel (3 panelists participated), Metroblogging, Minnesota Daily, MinnPost, Mnspeak, MN Alliance of Peacemakers, Pioneer Press, Polinaut x2, Salon.com x2, Star Tribune x 5, Talking Points Memo, Twin Cities Daily Planet x 9, Volokh Conspiracy, Wonkette