

# Six Questions that Matter to Journalism (and Bloggers)

For-profit?  
Non-profit?  
Hybrid?



## Business Models?

Running a business

Advertising?

## Cultivating Community?



Offering community services

Hosting civil discourse

Relationship to state, national, international, topical stories

Advocating a position

Covering tough stories/being a good neighbor

## Content Choices?



Legal issues: defamation, privacy, copyrights, etc.



## Partnerships?

Among diverse local communities

With mainstream media

With other place-bloggers



## Technology?

Usability and aesthetics

Interactivity



## Craft?

Investigative reporting

Great storytelling

Telling factual, fair, and transparent stories