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  
Advocating a position

Content Choices?

Relationship to state, national, international, topical stories  
Covering tough stories/being a good neighbor  
Legal issues: defamation, privacy, copyrights, etc.

Partnerships?

Among diverse local communities  
With mainstream media  
With other place-bloggers

Technology?

Usability and aesthetics  
Interactivity

Craft?

Great storytelling  
Investigative reporting  
Telling factual, fair, and transparent stories