

Journalism Program Evaluation Model

Mission	The Journalism program seeks to develop a more informed, news-literate and engaged citizenry.					
Vision	If we invest in programs that improve content quality, build audience understanding of news and protect press freedoms, we will have more active and informed participation in the civic life of our communities.					
Theory of change	Strategies	Progress Indicators (Benchmarks of Success)	2010 Baseline	2012-13 Targets	2012 Activities	2015 Targets
<p>Content</p> <p>If we invest in quality journalism and specialized training for journalists, then there will be improved content leading to a better informed public.</p>	<p>Watchdog Invest in research, evaluation, content collaborations and distribution partnerships for quality, non-profit news organizations.</p>	<ul style="list-style-type: none"> Quantity and quality of coverage (i.e. number of articles, quality of reporting). Meaningful and targeted dissemination of investigative reports (i.e. number of clicks, views, copies, etc.). 	<ul style="list-style-type: none"> Network of 55 non-profit watchdog journalism organizations are members of Investigative News Network. 356 publications, reports and videos produced. CPI's Campus Assault reporting project reached 350+ media outlets, a potential audience of 50 million and won 5 journalism awards. 	<ul style="list-style-type: none"> Establish baseline indicators for what makes an effective and impactful watchdog journalism organization (ILab). Creation of data and metrics on the impact of non-profit investigative news. Establish methodology for consistently measuring quality and distribution of investigative reports. 	<ul style="list-style-type: none"> Research and evaluation on impact of investigative news projects (ILab, Investigative News Network). Organizational capacity building (Center for Public Integrity/INN). Data-driven watchdog and accountability reporting (Chicago Reporter, Northwestern University, University of Illinois). 	<ul style="list-style-type: none"> A shared set of evaluation tools for non-profit journalism organizations. A sustainable network of watchdog nonprofit news organizations. Streamlined dissemination channels that maximize the distribution of content to targeted audiences.
	<p>Training Provide trainings to strengthen the quality and depth of reporting.</p>	<ul style="list-style-type: none"> Number of workshops, seminars, conferences and briefings conducted. Number of journalists participating in MF-funded training. 7,143 visits from 2,938 unique visitors on NewsU/SRI resource hub since launch. Quality and quantity of journalism training resources available. 	<ul style="list-style-type: none"> 100+ workshops, seminars, conferences, briefings. 5,400+ journalists participating in MF-funded training. 7,143 visits from 2,938 unique visitors on NewsU/SRI resource hub since launch. 	<ul style="list-style-type: none"> Increase number of reporter trainings to 150. Increase number of journalists receiving training to 7,000. Increase digital reach of visitors to NewsU to 10,000 visits and 4,000 unique. Develop tools to measure the journalistic output of reporters trained (i.e. number of articles, investigations and degree of knowledge sharing). 	<ul style="list-style-type: none"> Expand educational reach of Specialized Reporting Institutes, webinars and online resource center (Poynter). Newsroom and digital training series (Investigative Reporters & Editors, International Center for Journalists). 	<ul style="list-style-type: none"> A stronger base of knowledgeable journalists with reporting skills to deal with timely issues. Build off SRI model for Chicago area trainings.
	<p>Military/National Security Invest in coverage of national security issues that impact the public.</p>	<ul style="list-style-type: none"> Number of workshops, seminars, conferences, briefings conducted. Number of fellowships/training opportunities provided. Quality and quantity of articles and reports produced. 	<ul style="list-style-type: none"> 42 forums, workshops and events on national security issues. 1,078 college students and journalists received specialized training on covering national security issues. Series of special reports distributed by the <i>Washington Post</i> and <i>McClatchy</i> news services and wide national coverage. 	<ul style="list-style-type: none"> Increased attendance and wider distribution of briefing transcripts. Increase number of military-media reporting trainees to 1,500. Develop tools for measuring quality, distribution and direct impact of military/national security reports. 	<ul style="list-style-type: none"> Military-media briefings (Center for Media Security). Military-media workshops and journalism training (Northwestern, Kansas Univ.) Aspen National Security Forum. 	<ul style="list-style-type: none"> Quality reporting on military/national security issues leads to more knowledgeable public. Military and media develop better mutual understanding of their roles and responsibilities. Military more accessible and tolerant of press.
	<p>Community News Invest in content development for underserved communities.</p>	<ul style="list-style-type: none"> Quality and number of community news reports and sources. Number of workshops, seminars, conferences and briefings. 	<ul style="list-style-type: none"> 60+ workshops, seminars, conferences and briefings. 1,000+ journalists received community news training. 16 new community content partnerships (Chicago Public Media). 6 new community news sites (J-Lab). 	<ul style="list-style-type: none"> Increase number of community news trainings and participants to 100+. Develop baseline metrics to measure impact of community news initiatives and value of partnerships. 	<ul style="list-style-type: none"> Grants for innovative community news sites (J-Lab). Media training and partnership development to support community news (Community Media Workshop, Maynard, Pacific News Service, Chicago Public Media). 	<ul style="list-style-type: none"> A shared set of evaluation tools for community journalism organizations. Attract more funders to the field.

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<p>Audience</p> <p>If we invest in youth journalism and news literacy programs, then teens become smarter news consumers, more successful students and ultimately more engaged as citizens.</p>	<p>News Literacy (NL) Invest in news literacy curriculum and teacher training.</p>	<ul style="list-style-type: none"> Number of schools implementing news literacy Number of students reached by news literacy training. Number of youth journalism programs infusing news literacy into curriculum. Number of teachers trained in news literacy. 	<ul style="list-style-type: none"> 32 Chicago schools have news literacy programming. About 2,500 Chicago students reached by news literacy training. 53 teachers trained in news literacy curriculum. Maps depicting the geographic reach and volume of news literacy programming in Chicago. 	<ul style="list-style-type: none"> 64 Chicago schools with news literacy programming. 5,000 Chicago students reached by news literacy training. Double the number of teachers trained in news literacy. Research the relationship between news literacy and civic engagement. 	<ul style="list-style-type: none"> News Literacy curriculum development and implementation (Chicago City Colleges, News Literacy Project, Pulitzer Center). News Literacy Training for teachers and parents (Common Sense Media, Stony Brook). Funding evaluation of News Literacy programs (Univ. of Missouri, Stony Brook University). 	<ul style="list-style-type: none"> CPS adopts a news literacy curriculum. Provide tools so that local colleges and universities will offer news literacy classes. Extend reach of news literacy programs throughout Chicago.
	<p>Youth Journalism Support partnerships and networks that infuse news literacy in schools, youth journalism organizations and other community-based institutions.</p>	<ul style="list-style-type: none"> Number of high schools reached by youth journalism programs. Number of teachers/schools integrating youth journalism into classrooms. Number of students participating in youth journalism programs. Rigor of youth-produced journalism. Dissemination and impact of youth-produced content. 	<ul style="list-style-type: none"> 78 CPS high schools reached through MF-funded youth journalism programs. 100+ teachers trained in youth journalism curriculum. 4,390 youth in Chicago participate in MF-funded youth journalism programs. Chicago Youth Voices Network is participating in a longitudinal research project examining the ways that youth journalism programs reinforce youth development. 	<ul style="list-style-type: none"> Develop news literacy training in the 78 schools reached by youth journalism grantees. Increase numbers of teachers trained and youth reached. Creation of metrics and tools for measuring the quality, distribution and direct impact of youth journalism programs and youth-produced content (Social Impact Research Center). 5,500 Chicago teens engaged in MF-funded youth journalism program. 	<ul style="list-style-type: none"> Multimedia journalism training (Free Spirit Media, Radio Arte, After School Matters, Columbia College, Beyondmedia, Community TV Network). Youth newspaper and magazine production (LA Youth, Youth Communications, Young Chicago Authors, True Star). Journalism teacher training and development (Educational Development Center). Attract donor and professional interest to the field. 	<ul style="list-style-type: none"> Youth journalism available in CPS schools and Chicago neighborhoods. A sustainable teacher network that provides resources and curriculum guidance. 6,500 Chicago teens engaged in MF-funded youth journalism program. Attract more stakeholders to the field.
<p>Rights</p> <p>If we invest in press freedoms, there will be a better flow of public information that results in a more engaged citizenry.</p>	<p>State and Local Advocate for systemic change to increase transparency and access to information.</p> <p>Provide training for accessing public information in Chicago and Illinois.</p>	<ul style="list-style-type: none"> Response rates for requests for public information. Volume of journalistic output due to MF-funded government transparency efforts. 	<ul style="list-style-type: none"> 2010 Headline Club survey reported numerous delays in fulfilling FOIA requests. Illinois receives a failing grade in a 2008 national study on FOIA responsiveness. 	<ul style="list-style-type: none"> Commitment by local officials to improve FOIA response rates. Monitor improvements in FOIA responsiveness. 	<ul style="list-style-type: none"> Shedding light on ways government can improve transparency and accountability issues. Sponsor town halls, civic engagement projects and citizen watchdog training (Better Government Association). 	<ul style="list-style-type: none"> A more open and transparent local government. Less frustration, fewer roadblocks and delays facing journalists and citizens requesting information from public agencies.
	<p>National Provide legal defense for journalists and promote awareness of First Amendment freedoms.</p>	<ul style="list-style-type: none"> Availability of resources for journalists seeking support on press freedom issues. Number of schools and citizens' groups reached by MF grantees. 	<ul style="list-style-type: none"> 5,000+ inquires for legal support from professional and student journalists. 12 colleges conduct Liberty Tree First Amendment festivals. 	<ul style="list-style-type: none"> Increase number of journalists with access to legal assistance programs. Determine the knowledge gaps in journalists' knowledge of fair use and digital content laws. Expand Liberty Tree into Chicago colleges and high schools. 	<ul style="list-style-type: none"> Provide legal support for journalists and monitoring of legal developments pertaining to press freedoms (Reporters Committee for Freedom of Press, Committee to Project Journalists, Center for Social Media). Educational materials and legal support for student journalists (Student Press Law Ctr., Liberty Tree Initiative). 	<ul style="list-style-type: none"> Free flow of information produces a more knowledgeable consumer population stimulated to engage civically.