



**Community Journalism Executive Training  
Hosted by the Investigative News Network  
In partnership with The Knight Foundation and Knight Digital Media Center**

**The following questions are designed to create a baseline of information on your current business routines, tools and methods.**

- 1) What is your content management system?**
- 2) What is your ad platform or your donation platform?**
- 3) What method do you use for pipeline management (keeping track of upcoming or potential income from funders or advertisers)?**
- 4) Do you use a CRM tool? CRM stands for Customer Relationship Management; a CRM tool helps you keep track of every interaction you have with current or potential customers or funders.**
- 5) Do you have a mobile strategy? Do you have a mobile app, or are you optimized for mobile using html5?**
- 6) Do you have a mobile donation platform or a mobile ad platform?**
- 7) What groups or organizations do you belong to for business/financial support and learning? For instance, are you a member of your local chamber of commerce or part of a community foundation network? Please answer with a focus on your business networks rather than your journalism networks.**

