



## 2018 Q2 Company Review Summary

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### People

Average score - 7  
High score - 10  
Low score - 4

Common Theme(s):

- Need additional support on the copy editing team (this was also expressed in the process section)

*"Lack of adequate writing skills with fellows has been a huge hinderance when extensive editing is required. Additionally, increased output as we grow the team creates new frustrations with inadequate copy editing staffing." - 6*

*"I think everyone in a leadership role has earned it and is the best person for the job. They're all good mentors, easily accessible, and easy to reach. I think because the company is very small there's so much room for leadership for people who aren't in leadership roles to take the lead. As a result, it allows collaboration across all fronts which is super cool and unique. Having a positive company culture is key to a positive work environment, and I think IJR has effectively established that." - 9*

### Plan

Average score - 7  
High score - 10  
Low score - 2

Common Theme(s):

- Mission and vision were clearly laid out in the All Staff
- Progress has been unclear since then
- Need to share timelines around membership and topic page

*"I really enjoyed seeing the overall mission powerpoint, which really helped with envisioning where the company is headed. I love the idea of complimenting hard news with partisan verticals that appeal to the values and beliefs of certain audiences/types of readers. I think it's something really unique, and I like that we're upfront about it and owning it." - 10*

*"The long-term vision for the company was well laid out and explained, but the path to get there and incremental progress we've made or plan to make has been unclear." - 8*

### Process

Average score - 6  
High score - 9  
Low score - 2





Common Theme(s):

- IJR Red Pitch Template can be cumbersome
- Changes need to be reiterated in team or all staff meetings
- Video process could be better explained and more accessible to other members of staff
- Not everyone is able to attend Thursday lunches due to the editorial schedule

*"I think a better/more concrete process for the content teams to request videos and work with the video team on production of videos would be helpful. Coming from a place that didn't have a lot of policies and procedures set in stone, I really appreciate that IJR documents everything in writing. While the pitch template is extremely helpful from my side when approving pitches, it can be a little cumbersome/time consuming from the writer's perspective sometimes." - 8*

*"Our processes are fine and I generally don't find them too cumbersome, but changes never seem to be implemented or communicated as efficiently as they could be." - 7*

*"Only one publishing editor is the main reason why this score is so low, as it's difficult to work effectively without some assistance due to the volume of articles. Another editor would help tremendously. I've also found peer editing has left something to be desired. Process changes are communicated clearly for the most part." - 3*

**Promotion**

Average score - 6

High score - 9

Low score - 2

Common Theme(s):

- External messaging is unclear
- On the right platforms/using the right tools but could be doing more to utilize these

*"External messaging seems nonexistent. People who know IJR seem to know it from what we've done almost two years ago now. No one knows what we're doing now or what we plan to do." - 3*

*"I'm honestly not sure about this because I'm not involved so much with marketing and/or sales. The video team seems to be doing a great job. I think we should have a greater presence at events so that we can network more effectively and enhance our brand's presence. We could also probably expand our Twitter presence by adding things like infographics or more in-depth updates for news stories." - 9*

*"Management of IJR Red's FB page does not always support our mission. We'll need to really drive Editorial Voice rules home to that team in particular to properly be set up to drive our mission forward. Need to do more with video (in the works) and Instagram and other emerging platforms (matter of resources)." - 7*

**Product**

Average score - 6

High score - 9

Low score - 2





Common Theme(s):

- Concerns around Red's content and adherence to guidelines
- Employee's personal Twitter usage effect on the IJR brand

*"I think the combination of News, Red, Blue and video provides readers with a variety of content, keeps the site credible and well-rounded and appeals to different types of readers with different backgrounds/values/beliefs. I'd love to keep incorporating different voices/perspectives across the website and to see some of that reflected in the verticals themselves. For example, it's definitely important for Red to highlight the current president/administration and to appeal to those voters, but there are many conservatives who aren't necessarily Trump supporters (Never Trumpers, liberty-leaning conservatives, etc.), and I think it would be beneficial to include content that appeals to them too." - 9*

*"The tendency to produce content solely based on what we know it appeals to our audience seems to lead the website in a questionable direction at times. The tenuous attacks on other media outlets or the focus on amplifying any criticism of the Parkland school shooting activists comes off as somewhat callous. I think we could work to strike a more proper balance and I think some recent changes we've made can alleviate those issues." - 5*

