

MEDLab

Media Enterprise Design Lab @ CU Boulder
cmci.colorado.edu/medlab

Colorado Sun PBC Questionnaire

Purpose: “To produce high-quality, in-depth journalism that helps readers understand Colorado and their place in it, and to assure that this work is readily accessible to all potential readers in all parts of the state of Colorado. Accordingly, the Corporation will rely on member support and sponsorships to sustain its undertakings.”

Please respond to the following questions, as fully and honestly as possible.

How has the Colorado Sun achieved its stated purpose for public benefit?

Derived from the Sun’s purpose statement

Standard	Considerations	Responses
High quality, in-depth journalism	What credibility does the Sun have? What do other publications and journalists have to say about the Sun? What does the public say about the Sun? What awards and endorsements has the Sun received?	
Understanding Colorado	What makes the Sun’s coverage of Colorado different than other publications? How does the Sun address topics ignored by other publications and expand public knowledge? What unique areas of Colorado life does the Sun explore? Are there any gaps in coverage of the state?	

Accessibility	Explain how people access the Sun's product: membership rates, newsletters, social media, means of access. How many people subscribe? How does the Sun ensure a statewide reach? Provide coverage for vulnerable populations? What does the geographical spread of readership look like? Does the software meet high accessibility standards? What gaps in readership could be improved upon?	
Support & sponsorships as funding model	How effective has the Sun been in gaining the memberships and sponsorships it needs to be self-sustaining? How has the progress measured against the goals? How does the Sun's funding model affect whom it is accountable to?	
Challenges and compromises	What obstacles has the Sun faced in achieving its public benefit? Have compromises had to be made between public purpose and self-interest?	

How does the Sun uphold journalistic ethics and standards?

Derived from the Society of Professional Journalists Code of Ethics and the Civil Constitution

How does the Sun verify information and sources? Parse opinion and commentary from fact? Fairly represent sources and relevance of information?	
How does the Sun maintain independence? Avoid conflicts of interest? Interact with advertisers, donors, and sponsors?	
How does the Sun address and correct mistakes? Hold itself accountable for truthful information? Respond to public reactions to information it has published?	
How does the Sun perform respect towards the communities it interviews and represents? Balance the need for information with potential harm? Respect the privacy of individuals?	

How does the Sun increase civic engagement, public knowledge and serve as the cornerstone of a functioning democracy?	
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How does the Sun understand its mission and the standards to which it is accountable?

Reflections on the purpose of the Sun and its public benefit

Has the staff's understanding of the Sun's stated purpose evolved during the course of the year, and if so how? Are there core values to the organization that are missing in the current purpose statement?	
How does the Sun perceive impact, and how it can be measured? Numerically? Audience metrics? Shifts in discourse? What can be done to more accurately and precisely measure this impact in the future?	
Aside from its function as a newspaper, does the Sun integrate its benefit mission into its operations? Governance systems? Technology and vendor choices? Employee care? How?	
In what ways does the Sun implement an environmentally conscious business model? Is this an important aspect of its operations? Does it contribute to, or detract from, its overall public benefit?	
What is missing from this evaluation? Is there anything of relevance to the Sun's purpose statement that have not been addressed?	