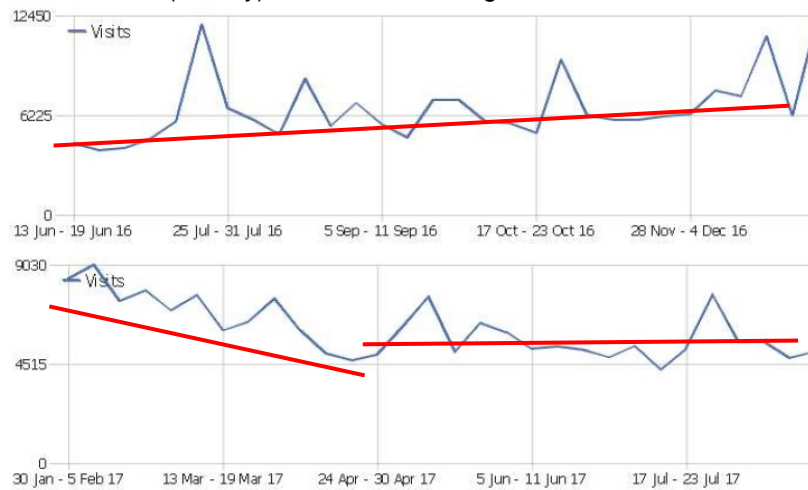


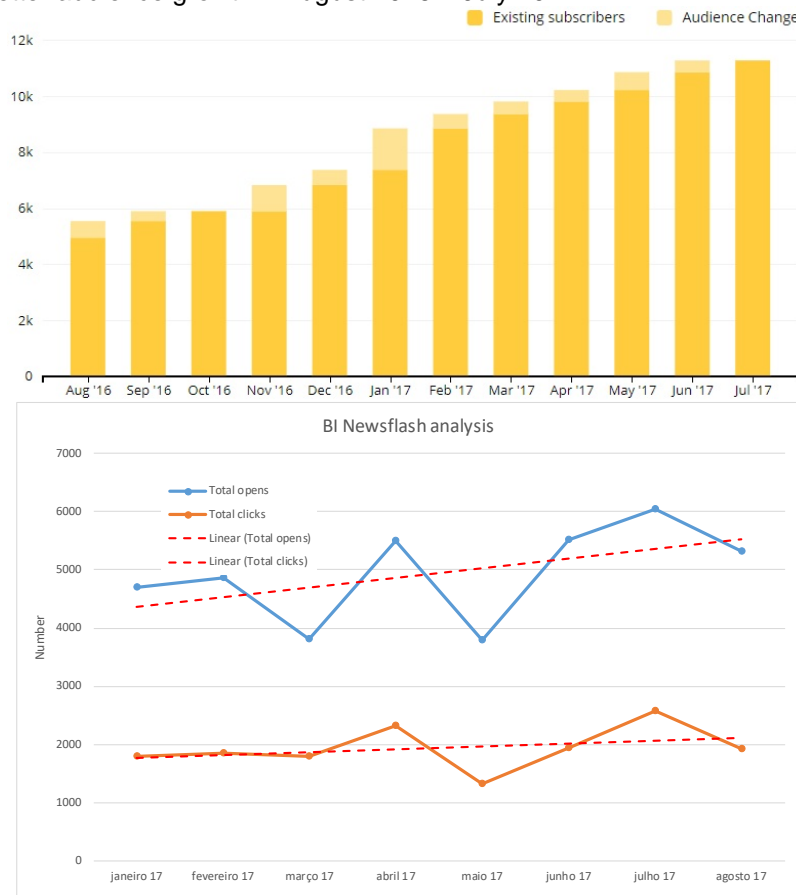
Basic Income News (BI News) – report to General Assembly, BIEN Conference 2017

Plots:

Basic Income News website visits (weekly) – June 2016 – August 2017



Basic Income Newsletter audience growth – August 2016 – July 2017



Short analysis:

Basic Income News website – weekly visits rose on average on the second half of 2016, peaking at around 12000 visits/week at the end of the year. In the following 4 months visits came down sharply, to stabilize around 5000 visits/week at present. The steady rise in 2016 seemed to be fuelled by the Swiss referendum and the peak in early 2017 coincides with the start of the Finnish basic income experiment. Basic Income News is posting at a minimum frequency of one article per day. The social media team aims to repost content on Facebook at around two posts per day.

Basic Income Newsflash – Newsflash audience rises at around 5% per month. Since August 2016, the audience has risen 128%. Both open and click rates are above “industry” (ONG’s) averages, particularly click rates. This might mean that BI News readers care more about actually reading the content, compared to other ONG Newsletters (on average).

Extra data (Wordpress overview statistics, latest 30 days):

- Total of 3494 articles posted
- Total 31h spent on site (total visits since inception)
- 1.7 pages per visit
- 2 minutes average visit
- Bounce<sup>1</sup> rate is 70%

Team members and contributors (active currently or recently<sup>2</sup>)

### **Writers**

Sara Bizarro, Dave Clegg, Kate McFarland, André Coelho, Scott Jacobsen, Claire Bott, [Peter Vandevanter](#), [Michael Keith](#), [Florie Barnhoorn](#), Tyler Prochazka, [Patrick Hoare](#), [Jason Burke Murphy](#), [Furui Cheng](#), [Bryan Tierney](#), [Ashley Blackwell](#), [Hilde Latour](#), [Julen Bollain](#), [Toru Yamamori](#), [Dawn Howard](#), [Benjamin Lascia](#), [Roberta Stewart](#), [Pedro Alves](#), [Cordelia Holst](#), [Michael Lewis](#), [Sandro Gobetti](#), [Karl Widerquist](#), [Juliana Bidadanure](#), [Wolfgang Müller](#), [Roland Duchatelet](#), Genevieve Shanahan.

### **Reviewers**

Asha Pond, Dawn Howard, Cameron McLeod, Robert Gordon, Dave Clegg, Russell Ingram, Sarah Harris, Caroline Pearce.

Team roles and functioning

André Coelho - Editor-in-chief

Tyler Prochazka - Features editor

Jason Burke Murphy – Social Media coordinator

Kate McFarland – Contractor for the Economic Security Project (ESP) as writer and editor (Jan-Dec 2017)

Amanda Wray – Communications Officer (technical)

Trainees (active at the moment) – [Hilde Latour](#), [Michael Keith](#), [Benjamin Lascia](#), [Peter Vandevanter](#), [Patrick Hoare](#), [Cordelia Holst](#), Claire Bott.

### **Functioning** (summary)

Trello platform

- Prospective topics for articles are listed and categorized (Leads)
- Writers select Leads and produce articles
- Each article is proofread and copyedited by Reviewers
- Regular checks are performed in the platform, to maintain flow and quality

Wordpress platform

- Writers upload articles to Wordpress
- Categories, keywords and pictures are selected
- Schedules are managed (guaranteeing a one-post-per-day minimum)
- Comments are reviewed and replied to (whenever possible)

Both platforms are technically managed by Amanda Wray.

How news writers are selected and trained

The BI News site receives proposals from new volunteers via an online form. Applications are analysed and, depending on their interests and our available resources, volunteers are chosen to be engaged. First contact is through Skype (personal contact), after which the training process is initiated (for Writer or for Reviewer). New volunteers are steered<sup>3</sup> by their trainer (an experienced writer with available time) to navigate through Trello, Wordpress and keep up with BI News format and quality standards.

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<sup>1</sup> - "Bounce" is a single page visit

<sup>2</sup> - Have posted at least one article in 3 months

<sup>3</sup> - By email and through Trello