

GOAL	Enhancing the quality of investigative journalism among citizen journalists in the West Midlands				
Objectives	Outputs	Activities	Indicators	Source of verification	Assumptions and risks
Objective 1: To improve standards of citizen journalism.	Exemplar pieces of investigate citizen journalism, and strategy for ongoing continuation of standards.	Tasks needed to achieve expected results/outputs. Training workshop, development of strategy.	How will results be measured? Through comparing journalistic output and products before and after training.	How will this info be collected, by who and when? Analysis / comparison of investigate works before, and as a result of training.	What assumptions must hold true for the activities to take place and outputs be achieved? That existing journalists exist to be trained, and that trainers can be sought out.
Objective 2: To raise awareness of citizen journalism as a form of media for wider publics.	Survey data and/or report on analytics of the works, identifying how/who read them, quantitatively.	Strategy for dissemination of investigative journalism work described above, and implementation of strategy.	Analysis of analytic data gathered relating to these online investigative pieces. Analysis of social media shares, comments, etc.	From analytics platforms. From social media evidence of sharing, etc.	Risk: that it is hard to identify offline discussions from those who see it, i.e. that online analytics are limited to quantitative.