



The Pop Reporter®

**Birth and Growth of a
Worldwide E-zine**

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The Pop Reporter: Conception

Analysis

- Needs assessment
- **Investment resources** (**Time, Staff, Money**)
- Competition
- Audiences
- Content/format (and web format)
- Source material (news, research, reports)

The Pop Reporter: Conception

Analysis (cont.)

- Publication schedule (daily, weekly, etc.)
- Archiving (format, searchable)
- Marketing
- Languages

The Pop Reporter: Birth

First issue, 9 April 2001

- Weekly edition (Monday)
- 5 topic categories (17 links first issue)
- Reliance on similar publications for linked content
- Simple format: headline, link:
Russia's Growing AIDS Problem
http://ippfnet.ippf.org/pub/IPPF_News/News_Details.asp?ID=903

The Pop Reporter: Growth

Topic Categories Expanded

- From 5 to 17
- Separate news and research categories
- Added “related news article” for news perspective

Content Broadened

- Reliance on primary source material (news articles, PDFs, original research, reports)

The Pop Reporter: Check-up

Online Subscriber Survey (Feb. - Apr. 2002)

- 741 subscribers, 103 responses (14% response)
- 50% subscribed for >1 year
- Primary job:

Program mgmt.	28%
Research	27%
Communication	17%
Training	14%
Health delivery	6%
Other (journalism, advocacy, policy)	



The Pop Reporter: Check-up

Online Subscriber Survey (Feb. - Apr. 2002)

- Regions:

North America 44%

Africa 23%

Asia 19%

Latin America 9%

Europe 5%

56%

The Pop Reporter: Check-up

Online Subscriber Survey (Feb. - Apr. 2002)

- Does *The Pop Reporter* fill a professional need?
✓ Yes 95%
- Does *The Pop Reporter* meet a need that's not filled by any other electronic information source?
✓ Yes 78%

The Pop Reporter: Check-up

Online Subscriber Survey (Feb. - Apr. 2002)

- Rating the importance of electronic information sources

	Most Important
The Pop Reporter	57%
Kaiser RH or HIV/AIDS daily	33%
IPPF news mailing list	20%
UN Wire	16%

The Pop Reporter: Check-up

Changes Based on Subscriber Feedback

- Added item identifier (news article, research article, PubMed abstract, etc)
- Added item summary

Strengthening Primary Health Care and Family Planning Services in Pakistan: Some Critical Issues

(research abstract)

http://jpma.org.pk/new/main/abstract.asp?article_NO=V52N1P002

A situational analysis followed by focus group discussions discovered several problems faced by Lady Health Workers and the Village-based Family Planning Workers, including proper training and backup support.



The Pop Reporter: Check-up

Changes Based on Subscriber Feedback

- “Pop Reporter Delivery System”
 - Help editorial team
 - Greater ability to control/deliver content
 - Help subscribers
 - Choose among multiple topic categories
 - Choose among delivery methods

The Pop Reporter: Future Life

Personalized Pop Reporter

- Delivery
- Content

Unique Content

- Adding guest editorials, CIRE announcements
- Expanded/specific topic categories
- Feature articles
- *The Pop Reporter*® received certificate of registration from USPTO in April 2003



The Pop Reporter: Future Life

New Language/Regional Editions

- Spanish language Pop Reporter
- Editions with regional focus
- Content developed in LDC

Headline Sharing Partner Program

- Pop Reporter headlines on partner's home page
- Excellent news & research content service for LDC organizations
- Growing family of Pop Reporter users



Healthy Lessons Learned

- Research is vital to inform your plans
- Find a need...and fill that need
- Ask your customers the hard questions
 - How are we doing?
 - How can we do better?
 - Who does it better than us? Why?
- Change to meet customer needs
- Find a way

