“What would stakeholders say about you at a dinner party? Think timely, original and exciting!”
<table>
<thead>
<tr>
<th>Question</th>
<th>Blank Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>What impact do you want to highlight?</td>
<td></td>
</tr>
<tr>
<td>What awards and honors have you and your team received?</td>
<td></td>
</tr>
</tbody>
</table>
Stakeholder Report Worksheet

#2 Testimonials

List 3 to 5 testimonials you have or can request for the report.

“Outside endorsements of your work amplify what you say about yourself. Testimonials come in many forms: Published articles, what people say at events, private communication, and more.”
Who do you serve with your journalism? Who is your audience?

What key metrics show you are serving that audience?

“Examples of key metrics are site sessions, number of partners, broadcast audience, email list size, and social media following.”
## Stakeholder Report Worksheet

### Outline

**What goes in your report?**

- Cover page
- Key message
- Honors and awards
- Financials
- Contact info
- Impact stories
- Testimonials
- Audience metrics
- Program updates
- What else?