



# FACT SHEET

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## **“MyEugene demonstrates the power of web-based news and the purposeful virtual community.”**

### **About MyEugene**

MyEugene is a community-driven news site. MyEugene features conversations and stories that were created or suggested by the people of Eugene—for the people of Eugene.

#### MyEugene’s Purpose

- To share community-driven news and happenings
- To feature neighborhood stories that are not reported elsewhere
- To publish stories submitted by the community
- To provide a channel for community voices and a means for large-scale conversation

Currently about 15% of the content contributions (stories) are created by members of the community. About 80% of the story content, ideas, and tips come from members of the community. So, collectively, about 95% of content is directly created from community influence.

It is our goal in 2010 to increase the number of story contributions created by community members to 30 percent.

MyEugene, which started as a hobby and an experiment in citizen journalism in January 2009, has taken on a life of its own. Our growth over the past year has been purely grass-roots driven – by word-of-mouth and social media. During the month of May 2010, MyEugene – which was never “officially” announced or launched – will be the focus of a citywide public awareness campaign that will culminate with a special event during the first week of June 2010.

MyEugene functions as an “all-volunteer” community resource. Recently we started offering advertising opportunities in response to local business inquiries and as a way to cover operational costs such as web-hosting fees and promotional giveaways to Eugene community members.

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## MyEugene Stats and Facts

- **Impressive web reach and consistent, robust growth**

In 2009, our web traffic totaled 248,000. As of April 2010, we are at 169,000 so we will easily exceed last year's traffic. MyEugene's "unique" visits in 2009 totaled 145,611. And as of April 2010 we have already surpassed 75,000.

Our monthly traffic from March 7 – April 7, 2010 was 18,749 hits and 12,685 unique visits. MyEugene's monthly "unique" visits per month grew 9,207% since its inception in January 2009. MyEugene's monthly web hits traffic per month grew 16,024% since inception.

- **Regular promotions and giveaways**

MyEugene hosts regular promotions – which often creates a beehive of activity with local residents. Our most recent promotion – a drawing for FREE tickets to Conan O'Brien garnered 5,000 *unique* visits in 4 days! We also received 129 comments on the site from local residents.

- **Social Media bolsters the MyEugene community**

MyEugene utilizes multiple social media channels – Twitter, Facebook, YouTube, and Flickr – to effectively reach out to and serve the Eugene community.

- **Expanded Social Web reach**

MyEugene is also featured on multiple local blogrolls (ex. [Café Yumm](#) and [Eugene Active Family](#)) and blog aggregators like [ignoregon.com](#) and [scenefeed.com](#). Our feed is picked up via RSS, email, Twitter, Facebook and also neighborhood sites like [Churchill Area Neighbors](#).

- **Publishing roots**

The publisher, [Jaculynn Peterson](#), has 20 years of experience in communications and marketing in multiple industries including publishing.

- **Community support**

MyEugene is community-driven news site. We are an "all-volunteer" community resource. That means we are supported by the community (see testimonials section).



- **Independent news**

MyEugene steers clear of polarizing issues to pave the way for more conversation about common issues that affect us community-wide. As a result, MyEugene has a colorful demographic mix representing all stripes of the personal belief spectrum and all corners of our community. The common denominator: We all live in Eugene.

- **Quality editorial**

The publisher also has roots in Journalism. Jaculynn Peterson strives to share and create quality, engaging content for the Eugene community (see testimonials section).

## MyEugene in the Community – Awards and Acknowledgements

In 2009, MyEugene was nominated by a community member for an [Open Web Award](#) for best news source to follow.

In 2010, MyEugene was selected by [J-lab](#), the Institute of Interactive Journalism, to join its national Knight Community News Network – which is funded solely by the [Knight Foundation](#).

Jaculynn Peterson of MyEugene was selected to be a co-presenter with Mayor Kitty Piercy at the [2009 Best of Eugene Awards](#).

She has also presented on “Citizen Journalism and the Social Web” to UO journalism school students, including the Society of Professional Journalists.

MyEugene provides opportunities for [University of Oregon Journalism School](#) interns to learn in a highly supportive environment about social-web based journalism; to roll-up their sleeves and conduct hands-on reporting; and to get published with a credible and trusted local news site.

*"MyEugene is an important part of our community.  
Many thanks to Jaculynn for maintaining such a useful service!" – @trubacca on Twitter*

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## What the community is saying about MyEugene

"I think you do a great job reporting on everything Eugene-related."

**Monica Christoffels**

"...MyEugene...Wow! So much to look at. You're doing a great job...Thank you for all your effort...and enthusiasm!"

**Cindy Hoffman**

"Great job on writing the article about GMO foods! I like to educate myself about this stuff, but I often find that it's difficult to understand what the writer is saying, since it's a complex subject. But your article was easy to follow through, and I learned a lot! Thank you!"

**Sabina Rosu-Urdes**

"We're so lucky to have support like MyEugene!"

**Allie Corcoran**

"Finally Eugene has a decent online newspaper! Excellent!"

**Randy Prince**

"I did see the story and it looks fantastic! We've seen an increase in the amount of applications being turned in the past few days, so thank you for helping get the word out."

**Colleen Kimball**

"Thanks for your wonderful news and community-building service!"

**Laura**