

# THE CONTENT CURATION SCALE

CAN ANY CONTENT BE GOOD CONTENT? WITH THE RIGHT HOME - ABSOLUTELY.

## PRINT

HIGHLY CURATED.  
GREAT CONTENT.  
BROAD, TIMELESS  
APPEAL.

## E-NEWS

CAREFULLY CURATED.  
EASILY CONSUMED,  
TIMELY CONTENT THAT  
MATTERS TO MOST OF  
YOUR READERS.

## WEBSITE

CAREFULLY CURATED  
NEED- TO-KNOW INFO.

MODERATELY CURATED  
"SHOTGUN" CONTENT  
APPROACH, TO CREATE  
DEPTH OF CONTENT.

FREQUENT UPDATES.

**GREAT CONTENT**  
HAVE YOUR BEST  
STUFF HIT EVERY  
TOUCHPOINT.

### OLDIES BUT GOODIES

YOUR BEST PRINT  
MATERIAL CAN GARNER  
READERS ON THE WEB  
FOR YEARS AND YEARS.

**HAVE A LAUGH**  
GOT SOMETHING  
SO BAD IT'S GOOD?  
TWITTER, YO!

### READER SUBMISSIONS

SHOW SOME LOVE.  
JUST KEEP IT  
TO THE WEB.

## REAL TIME MEDIA

PRESENTATION OVER CURATION -  
THE HEADLINE IS AS IMPORTANT AS  
THE CONTENT.

USE HUMOR + ATTITUDE TO CALL  
OUT BAD CONTENT.

UPDATED CONSTANTLY.

### HERE AND NOW

UP-TO-DATE NEWS  
THAT MATTERS?  
GET IT ONLINE, STAT.

### INSIDER INFO

OFFER INSIGHT INTO  
YOUR WORK PRO-  
CESS TO MAKE THE  
READER FEEL LIKE  
PART OF THE COM-  
MUNITY.

LEVEL OF CONTENT CURATION

VOLUME AND FREQUENCY OF BROADCAST