OPERATIONALIZING ENGAGED JOURNALISM
DEFINING ENGAGEMENT

When I say *engagement*, here’s what I’m thinking about:

○ Closing the gaps between communities and the journalists aiming to serve them
○ Serving those who may not already consume your journalism
○ Story selection, framing, language, and distribution
○ Shaping stories with community members
Engaged journalism is an inclusive practice that prioritizes the information needs and wants of the community members it serves, creates collaborative space for the audience in all aspects of the journalistic process, and is dedicated to building and preserving trusting relationships between journalists and the public.

—Lindsay Green-Barber
WHY THIS PROGRAM?
WHY NOW?
OLD
Audiences are static, often based on platform (e.g., everyone who listens to WBUR)

NEW
Audiences are targeted and dynamic
OLD
NPR, APM, PRX, BBC, Local news are bundled together on the radio)

NEW
Organizations have to prove their individual value on digital platforms
DESIGN FOR RELEVANCE AND IMPACT
REASONS TO CONSIDER ENGAGEMENT

Trust
We can’t assume we have the trust of audiences

Sourcing
Need help finding or diversifying your sources, engagement tools?

Reach
Engaged journalism draws bigger, more loyal/local engaged audiences

Relevance
Identify information needs and habits of target audiences

Story Ideas
When we’re not listening, we’re leaving story ideas and sources on the table

The Bottom Line
Shorten the journey from discovery to financial support
OPERATIONALIZING ENGAGED JOURNALISM
COACHES + DESIGN TEAM

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PROGRAM OVERVIEW: LOGISTICS

- Four all-cohort sessions
- Regular coaching calls
- Slack workspace
- Shared resources
KPCC/LAist will go from reliance on project-based execution and funding of engaged journalism to consistently and flexibly funded, routinely executed engaged journalism that fosters a shared understanding of the practice and value of engaged journalism across the organization and to our audiences.
MPR will develop a culture that supports content initiatives and digital engagement products that are informed by audience needs, created to serve audiences, and focused on driving engaged impressions to increase revenue and membership.
WBEZ will lead its Content Department to practice engaged journalism regularly, develop systems across the organization to measure its success, and connect that work to Chicago Public Media’s ability to grow membership among younger, diverse audiences. In this way, WBEZ will reassert itself as an aggressively creative innovator in the engaged journalism field, becoming a model for other newsrooms throughout the U.S. and the world.
To expand and better serve Greater Boston’s Hispanic/Latino audience through inclusive engagement strategies, providing more inclusive coverage and improving on the current 3.9 percent total WBUR audience segment, to be more reflective of the region’s actual population demographic (11 percent).
THE TEAM EXPERIENCE
QUESTIONS?