

Why do some newsrooms get it?

Speakers: Jennifer Brandel (@JenniferBrandel) and Monica Guzman (@moniguzman)

Tips for making room for engagement

- Start small
- Embrace a culture of learning (failure = not learning)
- Create space for a sandbox
- PROTECT that sandbox and the time needed to experiment
- Make sure there's buy in from whoever controls the time
- Build a coalition of the willing, look for the spark (the YAYsayers)
- Create some metrics for success
 - Be able to identify if engagement *is really* successful
- Schedule time to reflect on how things are going on a regular basis
- Be courageous: look at what's *not* really working at your organization ... sunset it to make space for change

Inspiration: Newsrooms and projects built on engagement

[The Local News Lab](#)

[WBEZ's Curious City](#)

[West Seattle Blog](#)

[GeekWire 200](#)

[The Guardian's The Counted](#)

[NJ News Commons](#)

[Smart Chicago](#) + [Modes of Civic Engagement in Civic Tech](#) (book coming soon)

Prometheus Radio Project's [Radio Barnraisings](#)

Red Hook Initiative's [Digital Stewards & Red Hook Wifi](#)

VoterVOX (see also [this profile](#))

[The Listening Post](#)

[ASNE/JTM Project: The Engagement Hub](#)

[Geraldine R. Dodge Foundation](#)

[Jersey Shore Hurricane News](#) (see also [this profile](#))

Here's [@CIRonline's lead testing effort](#) & [earthquake safety comic books](#)

Case Study: Why [@CapRadioView builds a community coalition and signs an MOU with their audience](#) before reporting.

Radiolab shows [citizen science & citizen tech can be models for community powered journalism](#).

Monica Guzman on her weekly Big Blog meetups, 2008-2010: [Make the News a Conversation](#).
[Nieman Reports](#)

Blog Posts, Reports and Resources on Engagement:

[Build With, Not For](#)

- API Study: [The best ways to build audience and relevance by listening to and engaging your community](#) - Monica Guzman
- [Hearken's Medium Collection](#) - Jennifer Brandel + Hearken staff
- [News as Collaborative Intelligence](#) - Brookings Institute report by Tom Rosenstiel
- [Beyond Consumption: What do you hope news consumers will do?](#) - Joy Mayer
- [Digital Publishers Can't Agree on a Definition for Audience Engagement](#) - Parse.ly
- [How to become a consistently engaging newsroom](#) - Monica Guzman
- [What if Journalism Was Built for Inclusive Community Participation?](#) - Josh Stearns
- [Building Journalism With Community, Not For It](#) - Josh Stearns
- [Building Technology With, Not For Communities: An Engagement Guide](#) - Laurenellen McCann
- [The Problem With Inclusion](#) - Laurenellen McCann
- [The Myth of Everybody](#) - Laurenellen McCann
- [Why more newsrooms should embrace crowd-powered journalism](#) - Amanda Zamora
- [Community engagement across language and ethnic divides with Alhambra Source](#) - Daniela Gerson

Listening

- [How to listen to your audience and learn from them](#) - Monica Guzman
- [Five Kinds of Listening for Newsrooms and Communities](#) - Josh Stearns
- [A Crash Course in Listening for Journalists](#) - Josh Stearns
- [Questions Are the New Comments](#) - Jennifer Brandel
- [Active Listening 101](#) - Laurenellen McCann
- [A New Vision for Local News That Starts With Listening](#) - Andrew Haeg
- [Want to Attract More Readers? Try Listening to Them](#) - real talk from NYTimes public editor Liz Spayd

Events and other IRL Engagement

- [17 Lessons for Local News Events](#) - Josh Stearns
- [Two Tools to Help you Plan your Next News Event](#) - Josh Stearns
- [Eight Categories of Journalism Events](#) - Josh Stearns
- [The Rise of Hands-On Journalism](#) - Josh Stearns
- [Local News as Participatory Journalism Labs](#) - Josh Stearns
- [So You Want to Run a Hackathon? Think Again.](#) - Laurenellen McCann

- [50 Years After Watts: How Community Engagement Can Help Reshape Media Coverage of Race, Protests and Power](#) - Daniela Gerson

Other Great Guides and Presentations

- [Joy Mayer's RJI Engagement Research](#) - Joy Mayer
- [Moving Forward Engagement](#) - Kelsey Proud
- [The News is Served](#) - Kelsey Proud
- [How to engage your audience in 5 key steps](#) - Monica Guzman
- [Getting the most out of comments: A guide for journalists](#) - Monica Guzman, Nieman Reports
- [How to Engage Readers in Acts of Journalism](#) - Amanda Zamora
- [Engaged Journalism](#) - book by Jake Batsell
- [Geeks Bearing Gifts: Imagining New Futures for News](#) - book by Jeff Jarvis
- Fix Local News or Die – A conversation in blog posts from [John Robinson](#), [Steve Buttry](#), [Jen Conic](#) and [John Robinson](#) again.
- [A Manifesto for Curiosity and Engagement](#) - Jennifer Brandel
- [Publishing process and opportunities for community collaboration](#) - Meg Pickard
- Three good posts by Joy Mayer: [Who's your audience?](#), [Metrics for mission-driven work](#), [The expanded life cycle for a story](#)
- [Community, Technology, and Partnerships](#) - Laurenellen McCann
- [People First. Meeting Your Community Where They Are](#) - Laurenellen McCann
- [Getting in on the Act](#) - Irving Foundation (just replace words related to the arts with journalism; I promise you: it works)

Measuring Impact:

- [Solving journalism's hidden problem: Terrible analytics](#) - a Brookings Institute report from Tom Rosenstiel of API
- [Nonprofit Journalism: Issues Around Impact](#) – a white paper from ProPublica's founding editor and president, Richard Tofel.
- [What We Talk About When We Talk About Impact](#): One News Organization's Approach to Practicing Journalism with a Purpose By Elizabeth Green, Philissa Cramer, and Anika Anand of Chalkbeat
- [The art, science and mystery of nonprofit news assessment](#) – By Charles Lewis and Hilary Niles of the Investigative Reporting Workshop
- [How can journalists measure the impact of their work? Notes toward a model of measurement](#) - by Lindsay Green-Barber at The Center for Investigative Reporting
- [What You Think You Know About the Web Is Wrong](#) – by the CEO of web analytics firm Chartbeat, Tony Haile
- [Good Metrics, Bad Metrics](#) – by Jeff Jarvis
- [Metrics for civic impacts of journalism](#) – by Ethan Zuckerman, who writes “What we measure, we become.”
- [Metrics, metrics everywhere](#): How do we measure the impact of journalism? – by Jonathan Stray

- Two posts by Jessica Clark and Tracy Van Slyke based on a series of “Impact Summits:” [Part 1](#) and [Part 2](#)
- [Collective Impact Deconstructed](#) - Jo Ellen Green Kaiser, The Media Consortium

Food for Thought:

- [Why Calls for a National Conversation are Futile](#) - thoughtful piece on the limits of “conversation” by Wesley Morris in New York Times Magazine
- [Reclaiming Conversation. by Sherry Turkle](#) - Smartest book you’ll read on the work that conversation does, and how it transfers (and doesn’t transfer) to digital channels
- [The Year We Obsessed Over Identity](#) - deeply provocative thoughts on how the way we think about identity is affecting the way we expect to be heard and understood, by Wesley Morris
- [Do Mainstream New Outlets Have a Moral Obligation to Citizen Journalists?](#) - Glenda Cooper

Tools and Platforms Built Specifically to Support Engagement in Journalism

[Hearken](#)

[GroundSource](#)

[The Coral Project](#) (forthcoming)



CHECKLIST FOR MEANINGFUL AUDIENCE ENGAGEMENT



How are you **creating opportunities** for participation?



How are you **thanking and acknowledging** their participation?



How and how often are you **letting them know** they can participate?



How does their participation **actually influence** the work you do?



What **rewards** are you **offering** for participating? Would you act on those rewards?



Where can they **see** their **participation mattering** / influencing the work you do?

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