

The Audience Growth And Revenue Rewards Of “Engaged Journalism”

JAKE BATSELL & DAN SEAMAN

The logo for INLAND PRESS FOUNDATION. The word "INLAND" is in a large, bold, blue, sans-serif font. Below it, the words "PRESS FOUNDATION" are in a smaller, blue, sans-serif font. The logo is set against a white rectangular background.

INLAND
PRESS FOUNDATION

Dan Seaman is a 15 year digital media veteran and has held key strategy and leadership roles managing consumer products for large Canadian media groups like St. Joseph Media, Quebecor, TC Media, and The Globe and Mail. He has established himself as a thought leader in digital publishing.



 @DanielSeaman



Your Partner in Audience Development



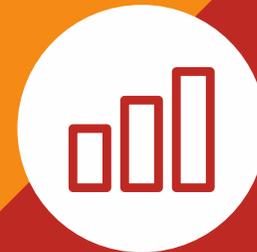
DISCOVER

Actionable insights
from on-site and social
engagement



ENGAGE

Users with
automated cross
platform tools



GROW

Your audience
and make real-time
decisions

VIAFOURA – 600+ MEDIA BRANDS



THE IRISH TIMES

Chicago Tribune

Los Angeles Times



SFGATE

The Gazette



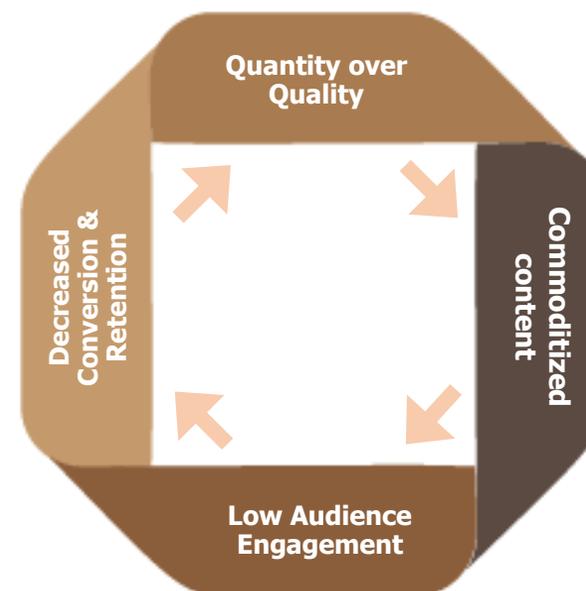
HEARST

San Francisco Chronicle



THE MOMENT BASED METRIC TRAP

- Quantity over quality
- Commoditization
- Low audience engagement
- Decreased conversion and retention



#audience16 @viafoura Moment based metrics cause negative feedback cycle in publishing

- Quality over quantity
- Meaningful content experience
- High audience engagement
- Increased conversion and loyalty



[#audience16 @viafoura](#) A refocus on attention metrics drives quality of content over quantity

Attention time is finite – All media is competing for the same pool of audience attention time.

Engagement earns attention – It can benefit producers of meaningful content that drive engagement by capturing, retaining and monetizing that attention.

Attention time is in your control – By creating opportunities for interaction, connections and relationships with your audience on site and on social.



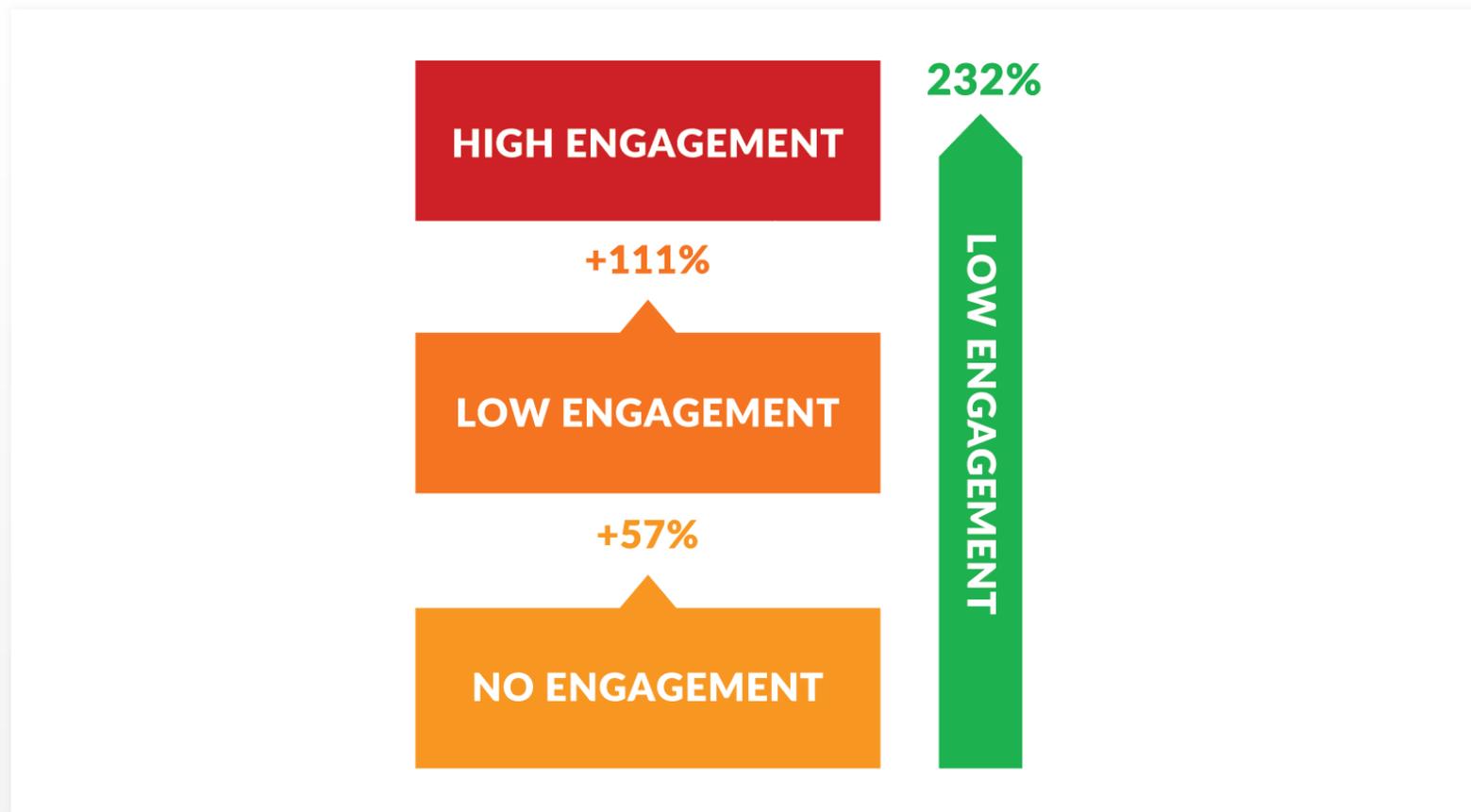
*“Attention is
the rarest and
purest form of
generosity”*

SIMONE WEIL



The Value Exchange: Engagement for Attention. Maximize engagement for an increased piece of the attention pie @viafoura @jbat sell
[#audience16](#)

RETURN ON ENGAGEMENT – THE BUSINESS CASE FOR ENGAGEMENT



As engagement increases so does the propensity to return, to register and ultimately to subscribe @viafoura @danielseaman #audience16

RETURN ON ENGAGEMENT – BUILDING YOUR ENGAGEMENT LADDER

1. Identify and categorize your points of engagement from passive to active
2. Find the gaps in your ladder and find ways to fill them
3. Measure and refine KPI's for engagement and attention time



Jake Batsell worked for more than a decade as a print journalist before learning to shoot and edit video as *The Dallas Morning News* Metro Desk’s “hybrid” reporter. Since joining SMU in 2008, he’s taught digital journalism, technology reporting, and media entrepreneurship while coordinating digital student media operations. His book, *Engaged Journalism: Connecting with Digitally Empowered News Audiences*, examines the changing relationship between journalists and the audiences they serve.



Assistant professor



Research fellow (2013-14)

WHAT IS ENGAGED JOURNALISM?



The degree to which a news organization actively considers and interacts with its audience in furtherance of its journalistic and financial mission.



[#audience16](#) the degree to which news orgs actively interacts with its audience in furtherance of its journalistic mission [@jbat sell](#) [@viafoura](#)

WHY IS ENGAGED JOURNALISM IMPORTANT?



Today's news consumers have boundless digital options ... journalists must earn their audiences' attention, build loyalty, and deepen trust while finding new revenue streams to subsidize the watchdog journalism that market forces have never supported anyway.



Watchdog journalism needs to be supported. Earning audience attention is paramount to making this reporting possible [#audience16](#) [@jbatsell](#)

I found that news organizations are trying to engage audiences in **5 main ways:**

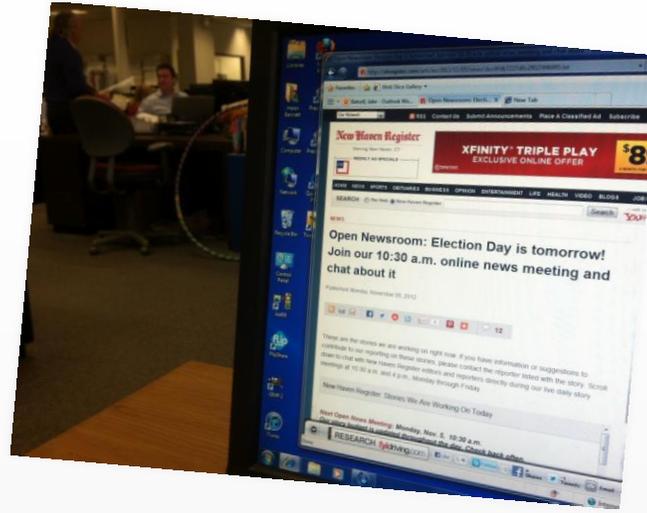


1. FACE-TO-FACE ENGAGEMENT



Face to face engagement supplements online interaction and deepens loyalty for community newsrooms [@viafoura](#) [@jbatsell](#)
[#audience16](#)

2. NEWS AS CONVERSATION



Use every digital tool at your disposal to build two way conversations and measure the impact on engagement @viafoura @jbatsell #audience16

2. NEWS AS CONVERSATION *CONT'D*



NiemanLab

NPR built a private personal finance Facebook group that now has more than 10,000 members

"The group has become a great community in its own right."

By **RICARDO BILTON** @rbilton April 6, 2016, 10:51 a.m.

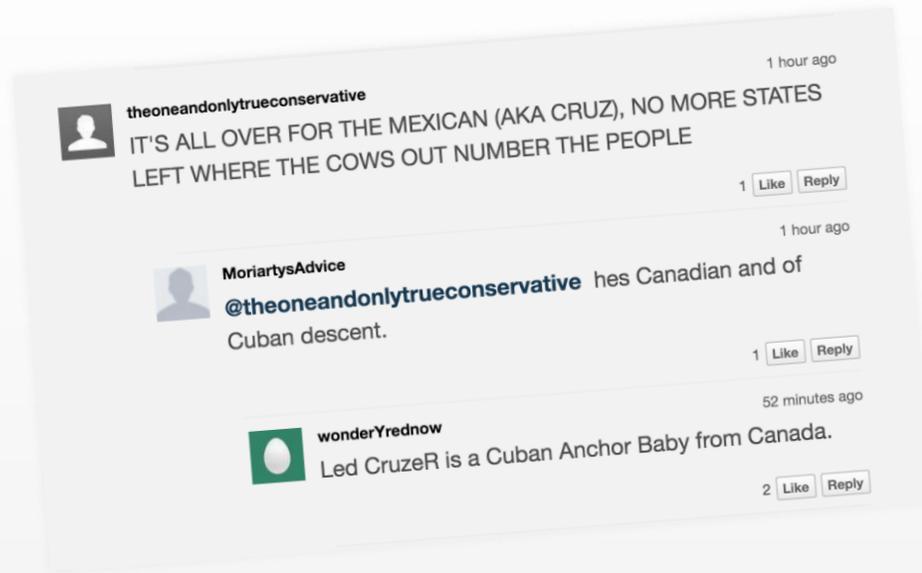
Facebook for most publishers is distribution-first, community-second. But a recent effort from NPR is turning that dynamic on its head by putting community at the core.

Last October, NPR launched Your Money and Your Life, a special series focused on retirement and personal finance. At the same time, NPR also created a Facebook group for the show, where listeners could ask for and share finance advice. The effort quickly took off: In just six months the group has attracted nearly 12,000 members and can now operate day-to-day almost entirely without NPR's involvement.



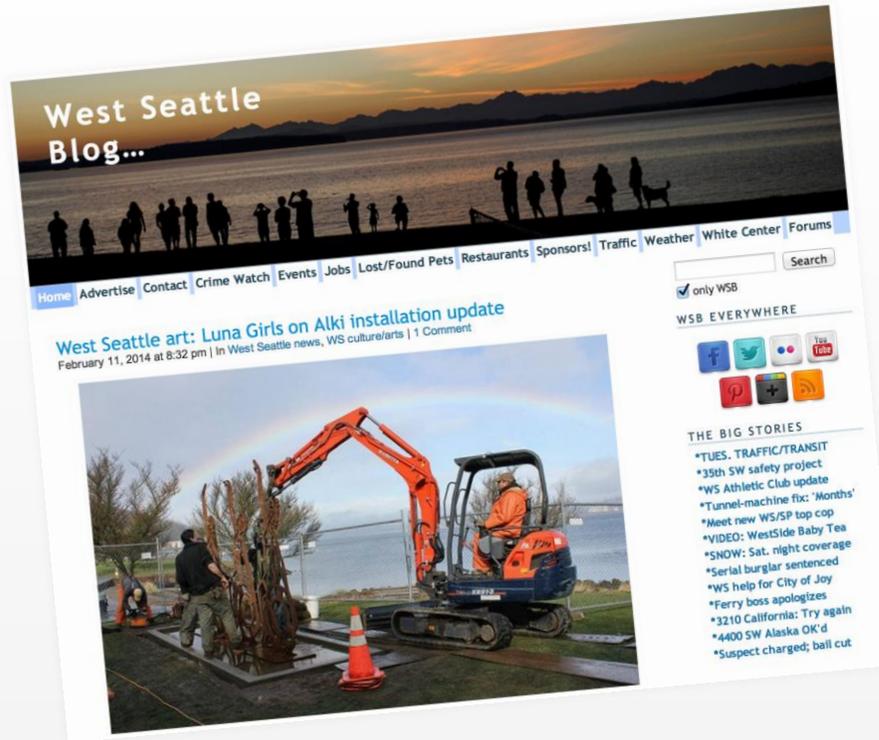
From 2-way conversations to a 2-way reporting process, your audience wants to be a part of the process & the product @jbat sell #audience16

2. NEWS AS CONVERSATION *CONT'D*



Comments more a feature, must be guided by a strategy, along with training and tools in a civil direction [@viafoura](#) [@jbat sell](#)
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3. SERVING THE PASSIONATE VERTICAL



News orgs empowered like never before in the digital age to deliver the needs of niche audiences @viafoura @jbatsell #audience16

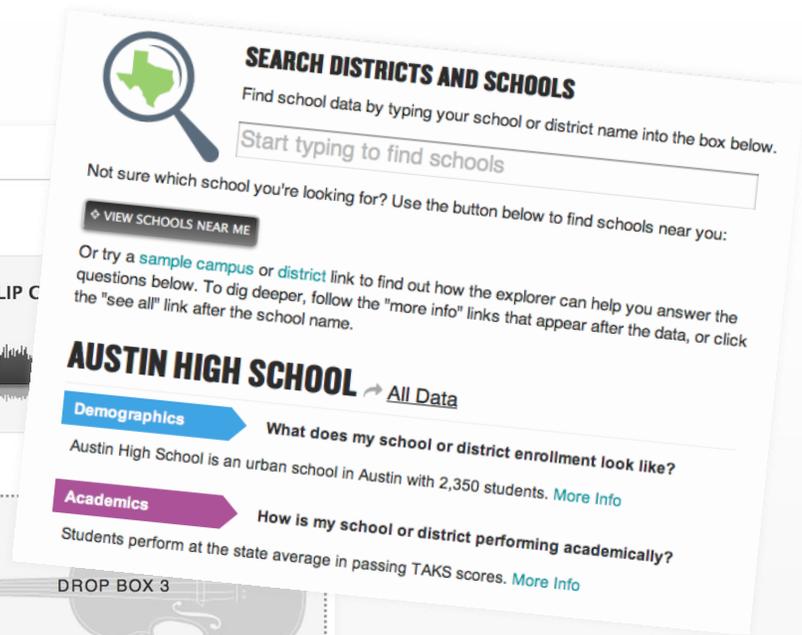
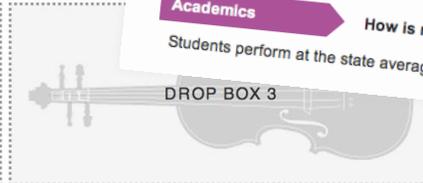
4. SEARCH, EXPLORE, PLAY

Interactive: Challenge your musical ear

1 🎧 Listen to the three audio files of the violins



2 🖱️ Drag and drop the violin which you think matches the audio file



SEARCH DISTRICTS AND SCHOOLS
Find school data by typing your school or district name into the box below.

Not sure which school you're looking for? Use the button below to find schools near you:
[VIEW SCHOOLS NEAR ME](#)
Or try a [sample campus](#) or [district](#) link to find out how the explorer can help you answer the questions below. To dig deeper, follow the "more info" links that appear after the data, or click the "see all" link after the school name.

AUSTIN HIGH SCHOOL [All Data](#)

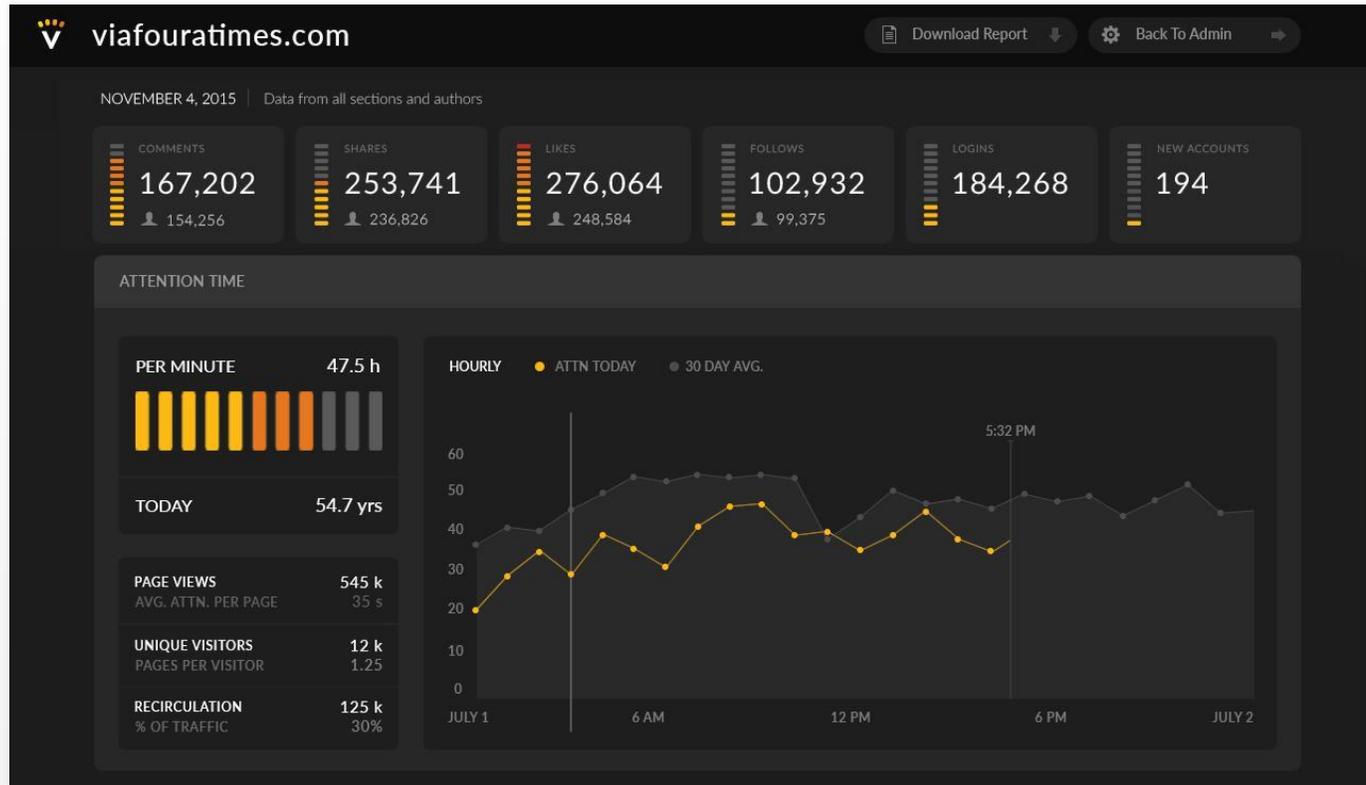
Demographics [What does my school or district enrollment look like?](#)
Austin High School is an urban school in Austin with 2,350 students. [More Info](#)

Academics [How is my school or district performing academically?](#)
Students perform at the state average in passing TAKS scores. [More Info](#)



Discover your audience while create engaging online news experiences with data driven journalism [@viafoura](#) [@jbat sell](#) [#audience16](#)

5. MEASURING AND MONETIZING THE AUDIENCE RELATIONSHIP



Use attention time-focused analytics to inform your content and audience engagement [@viafoura](#) [@jbat sell](#) [#EngagedJ](#)



Jake Batsell

@JBatsell

 Follow

Engagement is crucial to journalism's survival. But to be effective, it must fill a specific audience need. And it comes with perks & costs



FOR MORE INFO VISIT

<http://j.mp/engagedj>



 @DanielSeaman

Q & A



 @JBatsell