

HEARKEN

Putting the *A*udience First





Ellen Mayer

- Community Manager



HEARKEN

Your public's interest

- Former reporter and intern

curiouscity%



Jennifer Brandel

- Co-founder + CEO of Hearken



HEARKEN

Your public's interest

- Founder of WBEZ's Curious City

curiouscity%

**JOURNALISM *NEEDS*
AN AUDIENCE
TO SURVIVE**

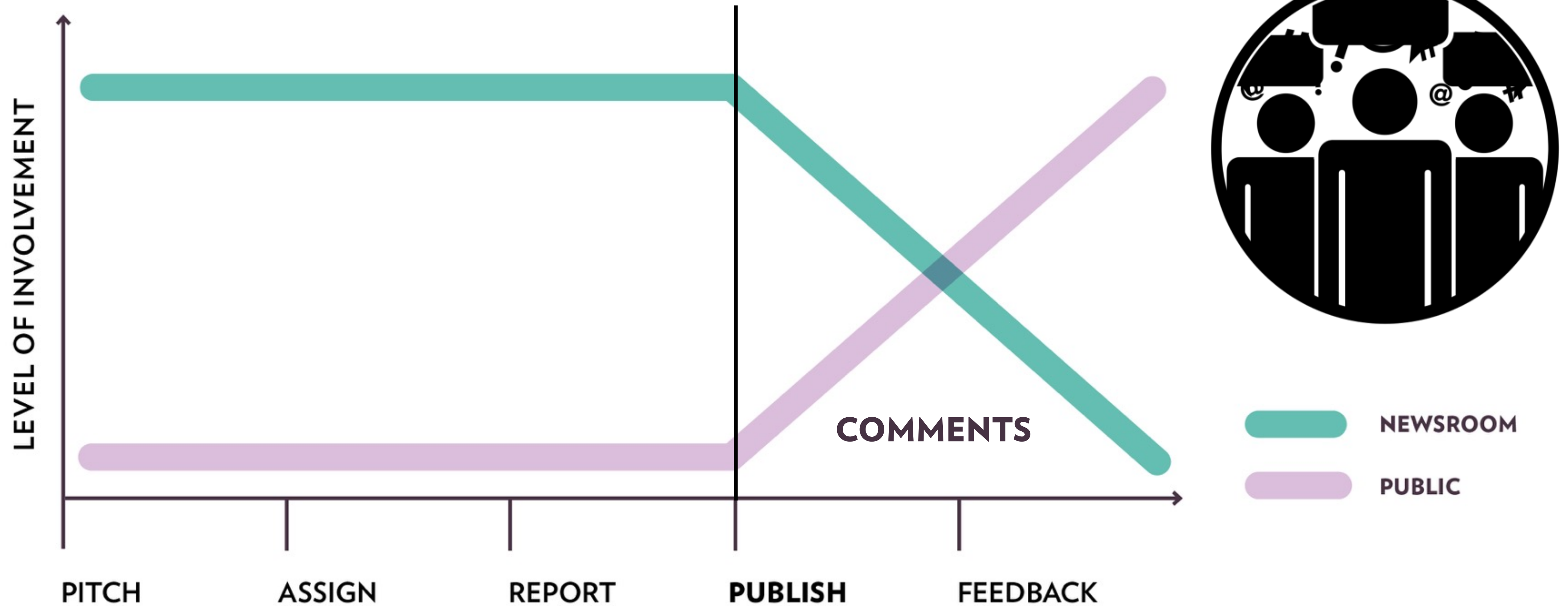


**BUT JOURNALISM PUTS
THE AUDIENCE**

LAST



Traditional journalism story cycle



KILLED
COMMENTS

<re/code>



REUTERS

THE VERGE

POPULAR
THE FUTURE
NOW SCIENCE

CHICAGO
SUN-TIMES

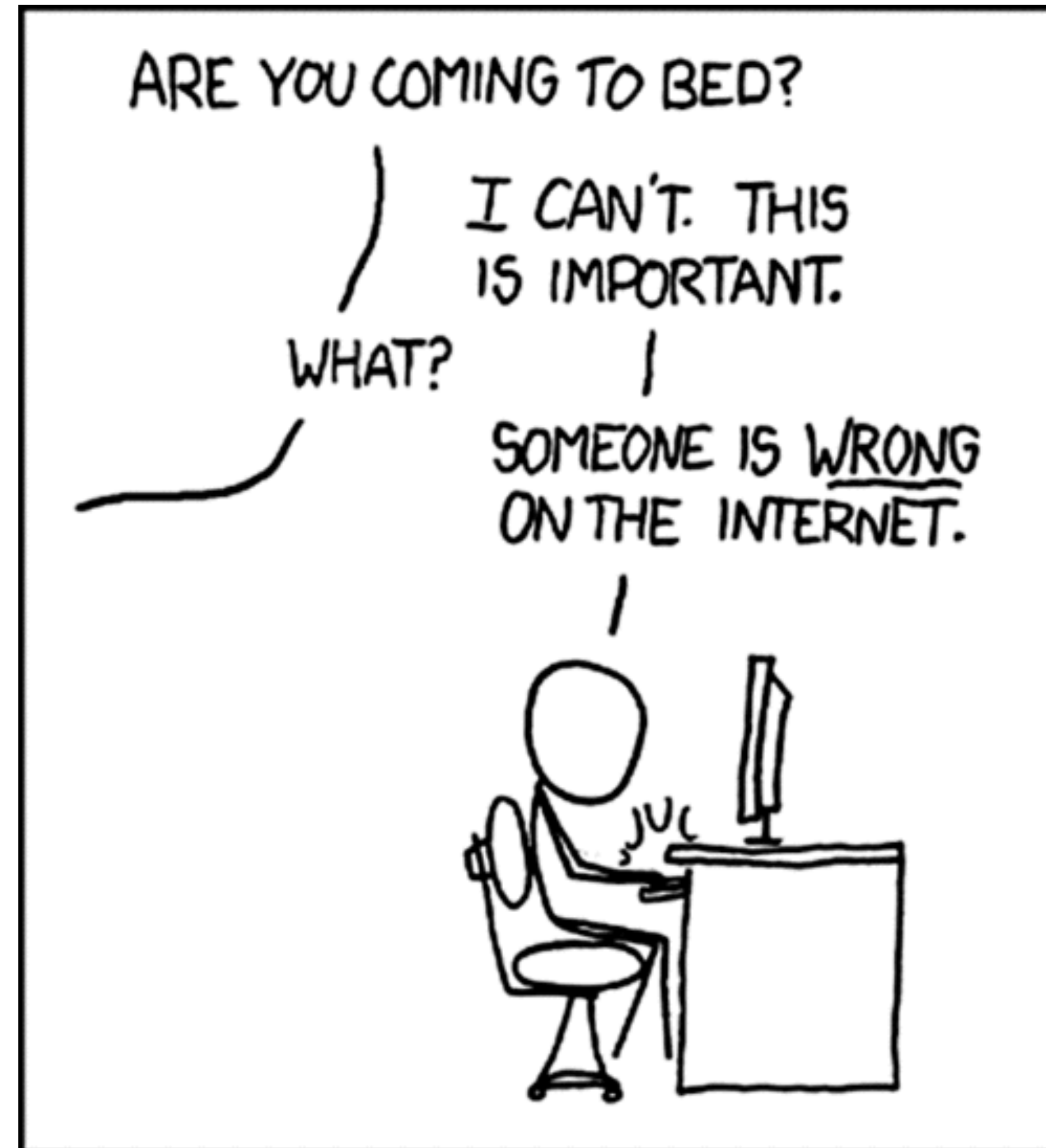
ALLOW
COMMENTS
SOMETIMES



The New York Times



WHY COMMENTS



**65% OF PEOPLE
RARELY OR NEVER
COMMENT**

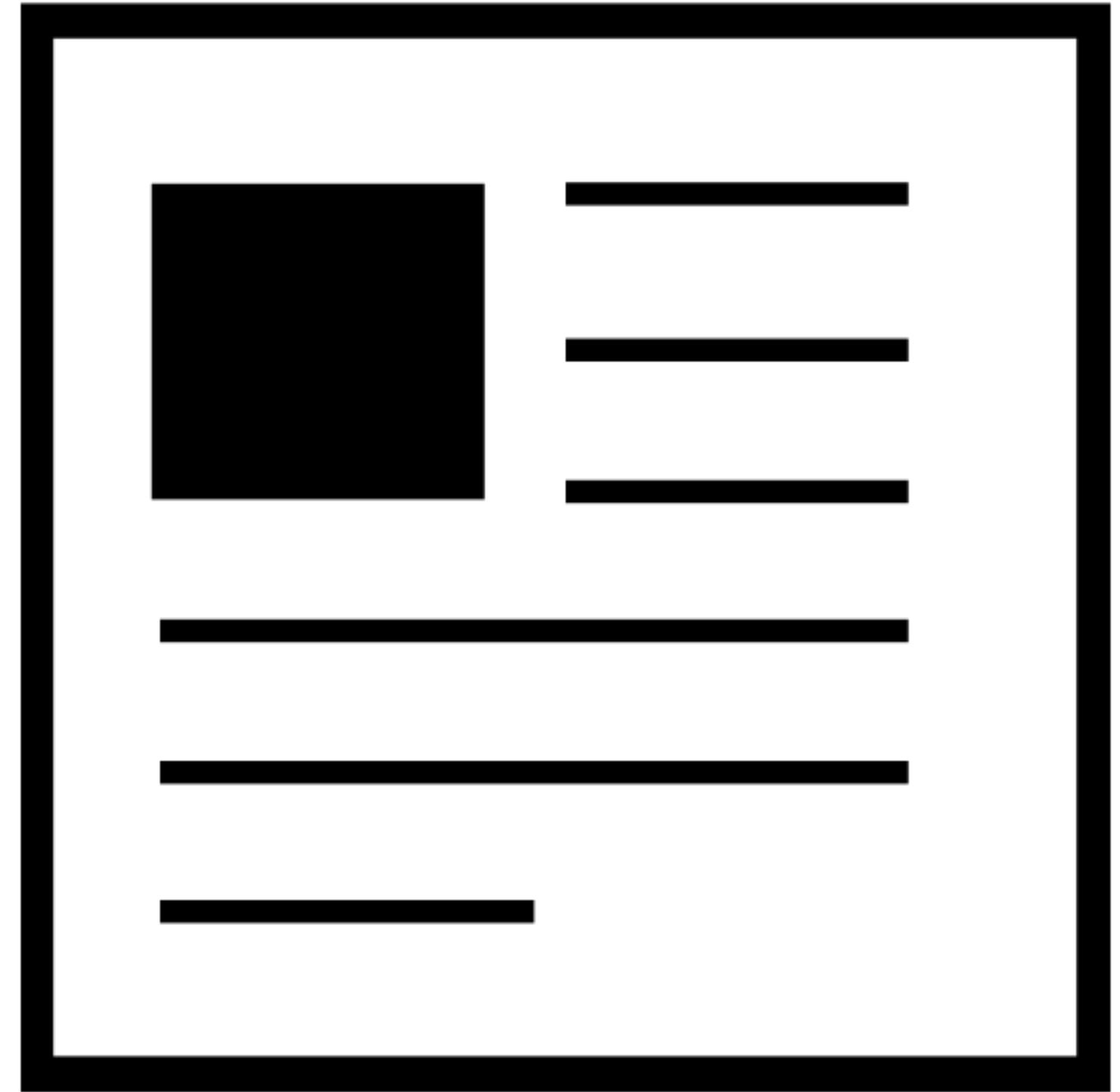
AD AGE SURVEY



**COMMENTS PUT
THE PUBLIC**

LAST

(ON THE PAGE, AND IN THE PROCESS)

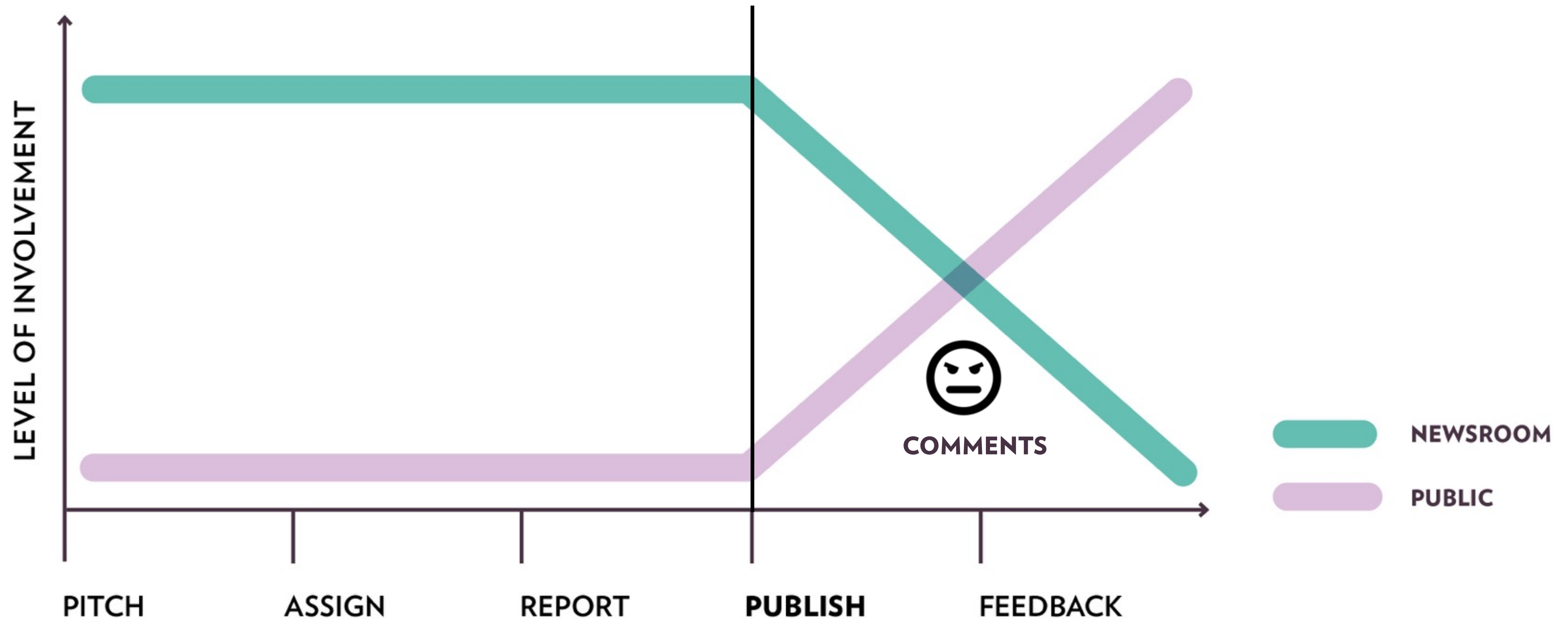


WHAT IF JOURNALISTS
PUT THE PUBLIC

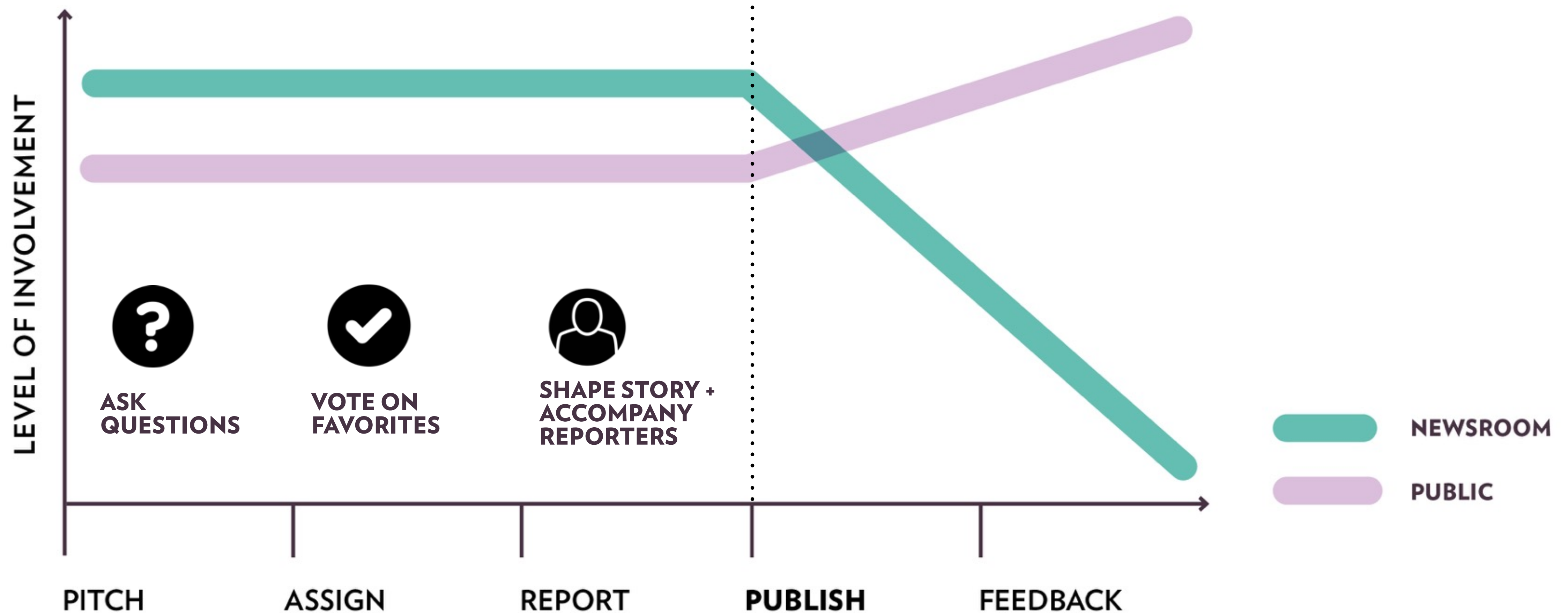
FIRST?



Traditional journalism story cycle



Public-powered story cycle



WBEZ91.5



 **localore**

curiouscity%

What have you always wondered about Chicago, the region or its people that you'd like WBEZ to investigate?

Ask

THE PUBLIC ASKS

FANTASTIC QUESTIONS



Winning Question

Week of Race for Illinois governor

[◀ Voting for January 23 - February 6, 2014](#)

[Voting for Hoosier neighbor? ▶](#)



What would the candidates for Illinois governor do to prevent gun violence once thousands of residents are granted concealed carry permits?

Asked by Cheryl Brumbaugh-Cayford

Runners-Up



Do the candidates for governor feel it's prudent for Illinois to have a higher minimum wage than adjacent states?

Asked by Dave Schuler



Would any of the candidates for Illinois governor support labeling of genetically modified organisms (GMOs) in Illinois?

Asked by Anonymous



Curious City

Compare: Illinois Governor Candidates' Views On Concealed Carry

By: Tony Arnold, Alex Keefe

March 13, 2014

▶ PLAY

+ ADD TO QUEUE



Flickr/Stan Weber

The GOP candidates, from left to right, state Sen. Bill Brady, state Treasurer Dan Rutherford, state Sen. Kirk Dillard, and businessman Bruce Rauner prepare to debate.



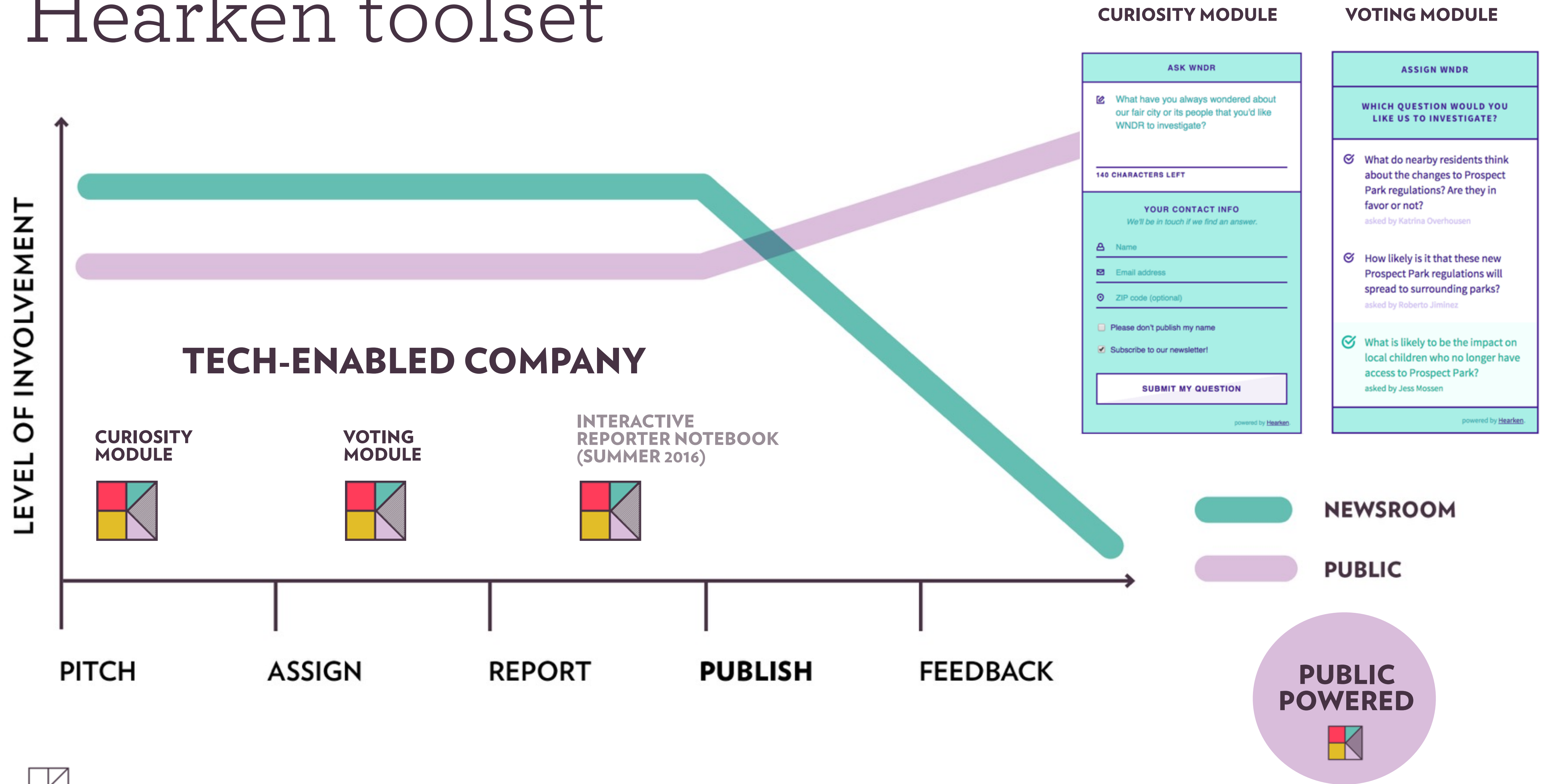
SO WHAT IS HEARKEN????



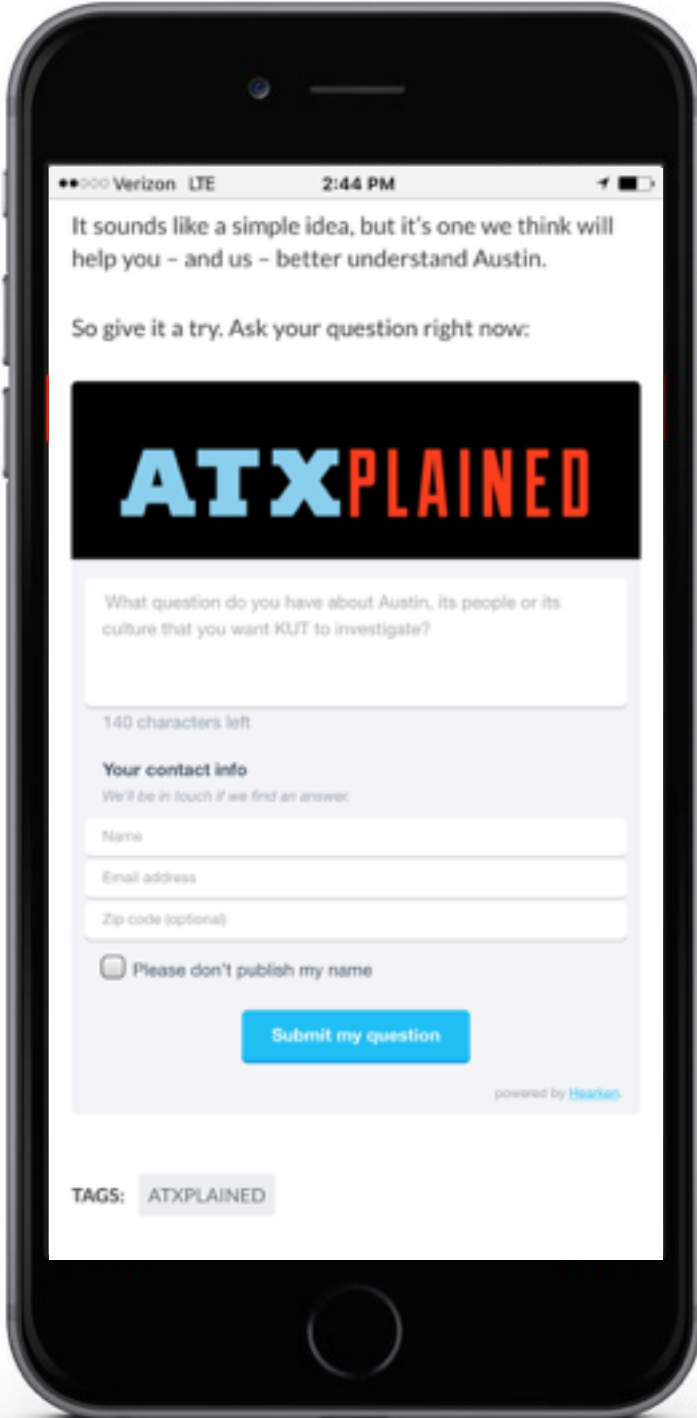
HEARKEN
Your public's interest



Hearken toolset



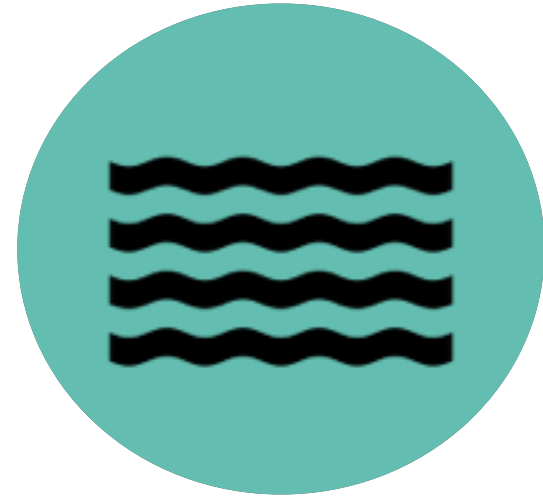
Our tools in the wild:



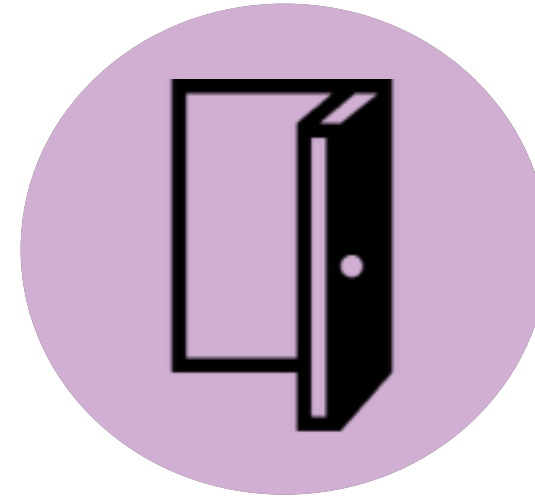
NOW AT 45 NEWSROOMS AROUND THE WORLD



Benefits: Reporters



**Continuous, fresh
story idea stream
fills the pitch pipeline**



**Widens editorial
filters for what makes it
through the pitch process**



**Ready-made,
compelling sources +
characters for stories**



**More casual, authentic
interactions with
guarded interviewees**



**Deeper understanding of
audience; fulfillment by
working directly with them**

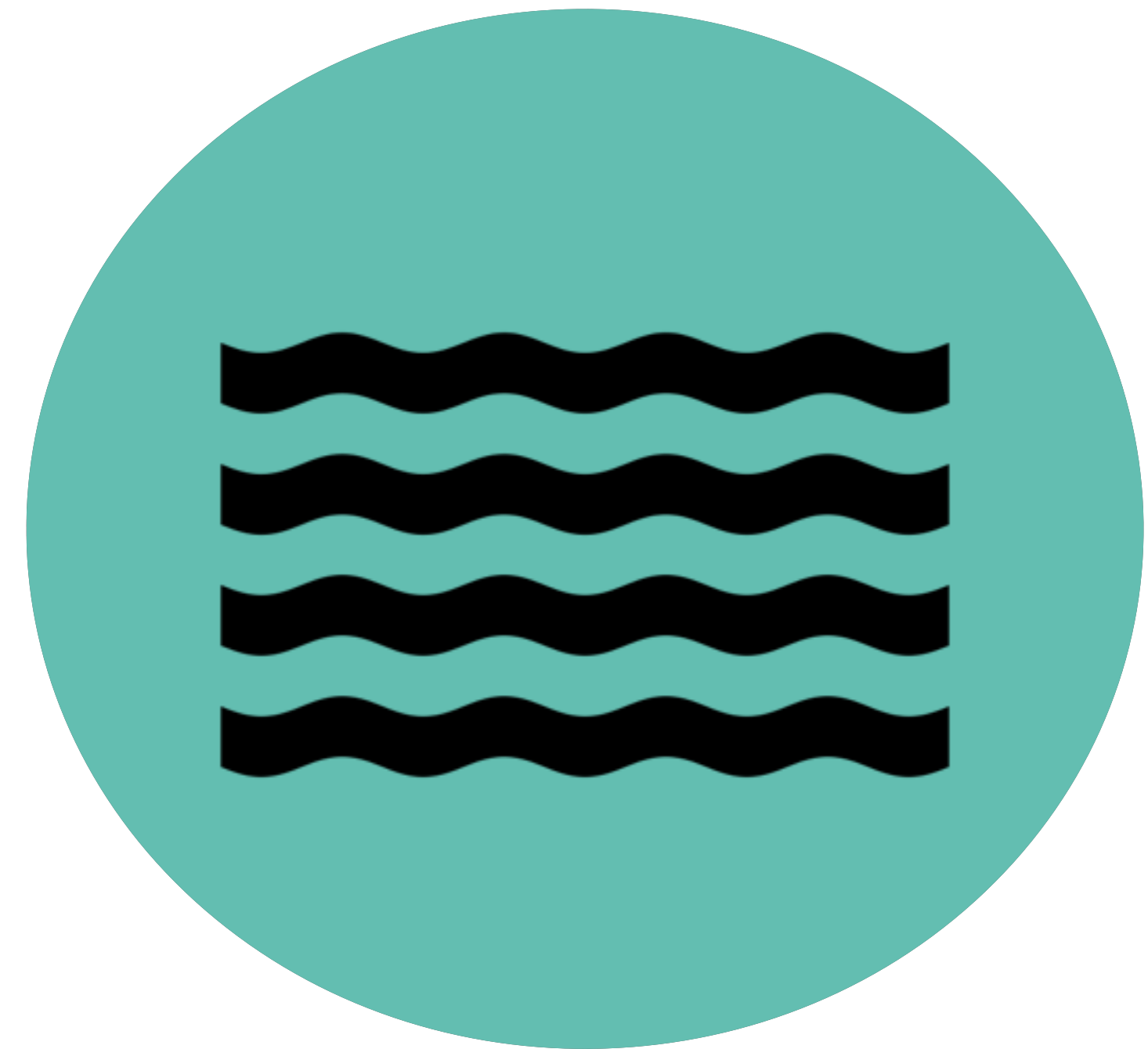


**Higher-performing
stories that start from
proven audience desires**



CONTINUOUS STREAM OF

**FRESH
STORY
IDEAS**



Benefits: Newsrooms



**Relevant, differentiated
content from competitors
and the echo chamber**



**Authentic, targeted,
free marketing by
participants and networks**



**Brand loyalty, goodwill
of an audience that is heard,
considered and respected**



**Focused effort toward a culture
of human-centered journalism**



**Lead generation for
subscription, membership,
sponsorship, underwriting**



**Award-winning stories boost
newsroom profile, morale**



STORIES MADE FROM PUBLIC CURIOSITY

PERFORM

SIGINIFICANTLY

BETTER

THAN TYPICAL NEWS STORIES



Benefits: Public



Opportunity for attention
from media without having done
something extraordinary or terrible



**Social capital via
being chosen by an
important institution**



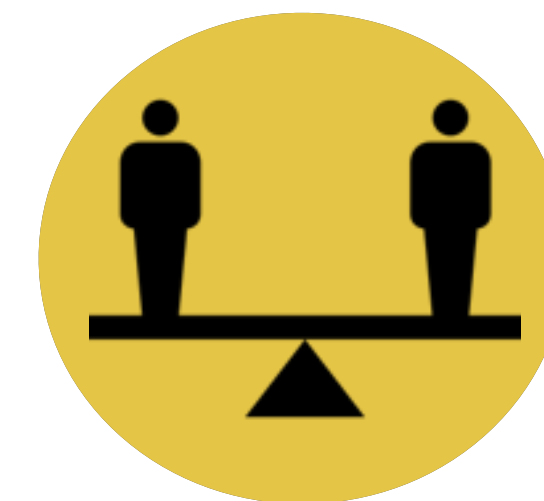
Thrill of getting to meet
reporters, participate in
reporting, shape story outcomes



**Access to people,
places they can't
otherwise get access to**



**Opportunity to directly
influence the news and
impact their community**



Better understanding,
literacy and appreciation
for the craft of journalism





Sarahlynn Pablo

@sarahlynnpablo



Following

I feel like I just won the LOTTERY!
[@WBEZCuriousCity](#) is gonna answer MY
question about the [#chicago](#) [#accent](#)!



RETWEETS

16

FAVORITES

29



8:46 PM - 7 Jul 2012

PUBLIC GETS

VERIFIED

TRUSTWORTHY

ANSWERS

FROM THEIR LOCAL NEWS OUTLET



**PUBLIC GETS
ACCESS,**



DIRECT



INFLUENCE

OVER THEIR NEWS



For example....



“What happens when you flush the toilet? Where does it go?”

- Satchel (age 5)





For example....



“Are there any
secret tunnels
in Canberra?”

- Matthew Arnaudon



For example....



“Where do Chicago’s
bats hang out?”

- Rory Keane



Andrea Lee & Alex Keefe

“What are Chicago aldermen actually doing with their time?”



“You get to hear the discovery process unfold. Audience members ask questions you don't think to because you think you know the answer.”

- Public radio reporter Alex Keefe



ALL INVESTIGATIONS

Why do we have pencils and not pens at polling booths?



By Nick Harmsen Wed at 3:05pm

Why do we still use pencils for the most important civic duty, voting?

How does the ABC weigh coverage between political parties and issues?



By Nick Harmsen 27 May 2016, 5:23pm

A lot happens during an eight week election campaign. So how does the ABC weigh coverage between political parties and issues?

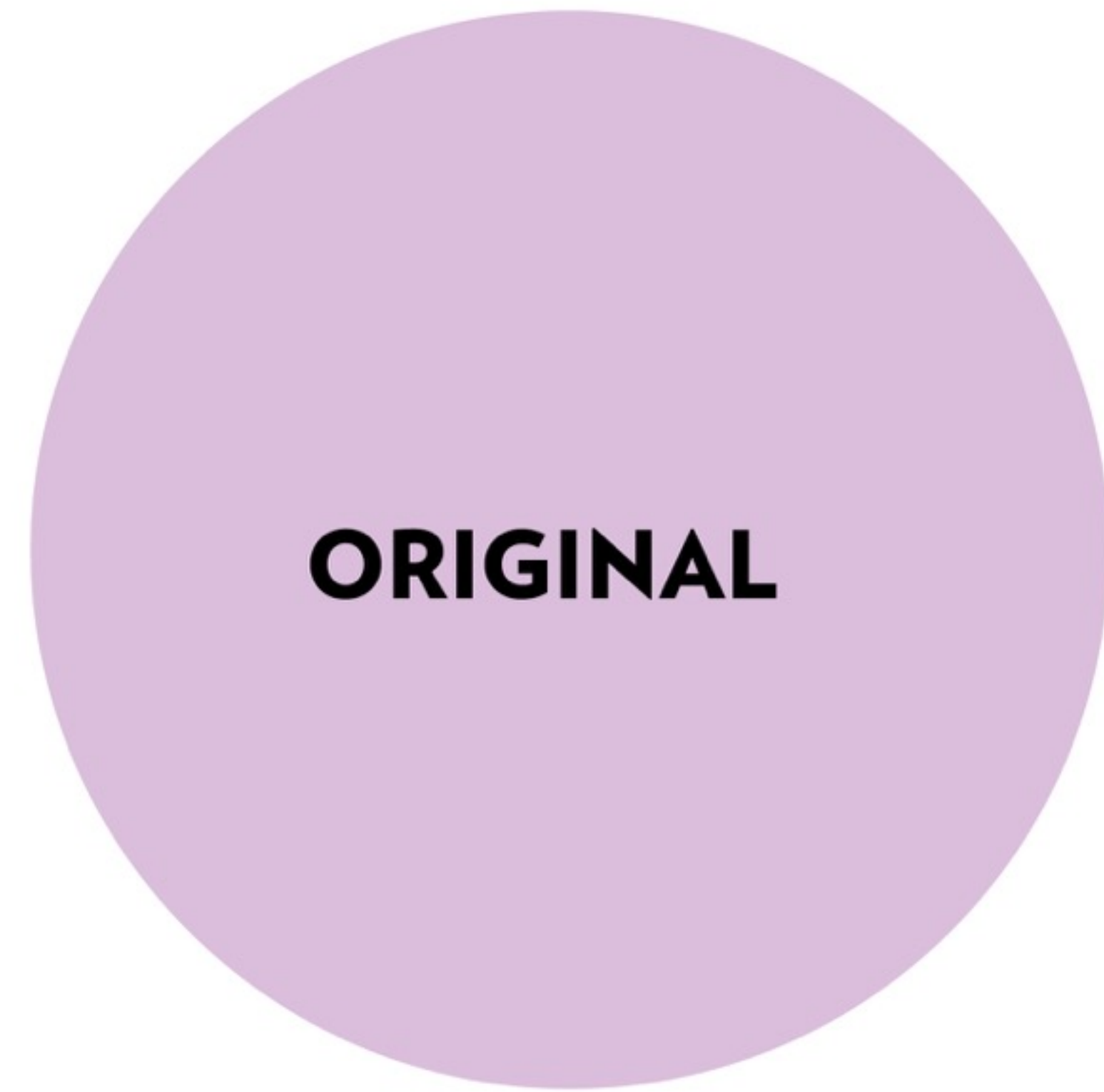
Why have voters not had access to electronic voting?



By Nick Harmsen 26 May 2016, 3:17pm

Many Australians do their tax, submit Medicare claims and manage their Centrelink benefits via the internet, so why can't they cast their vote electronically?

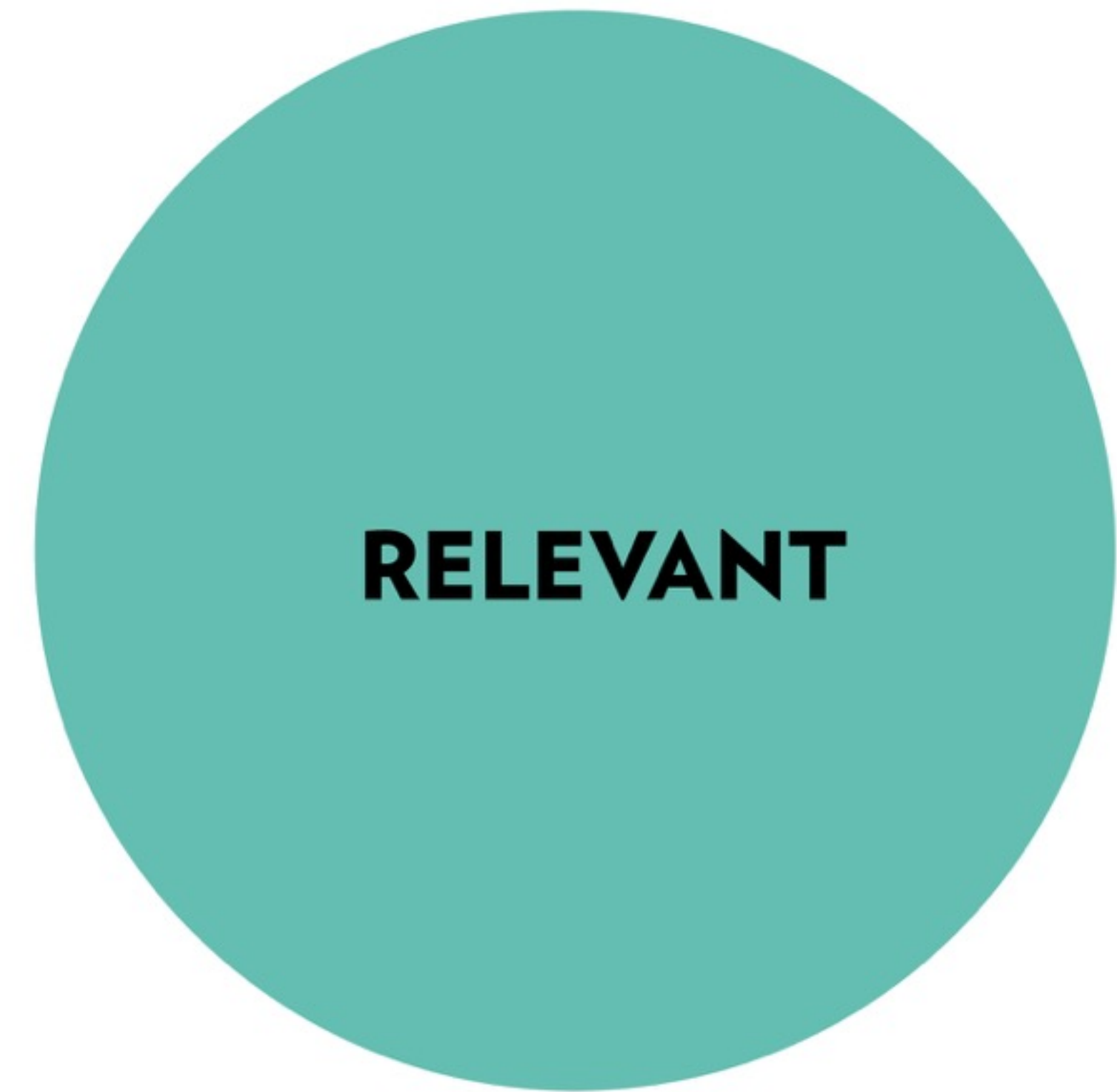
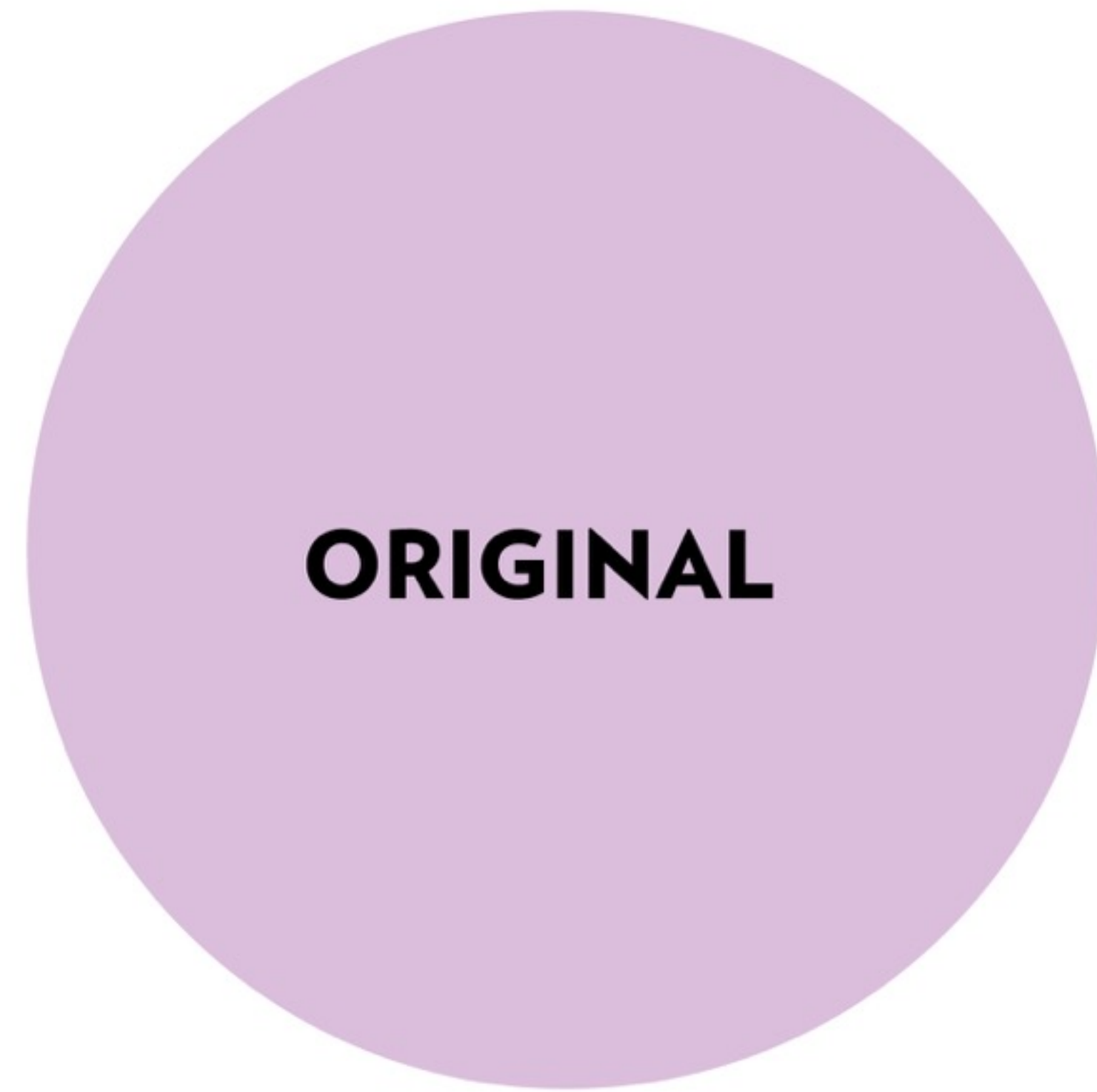




ORIGINAL

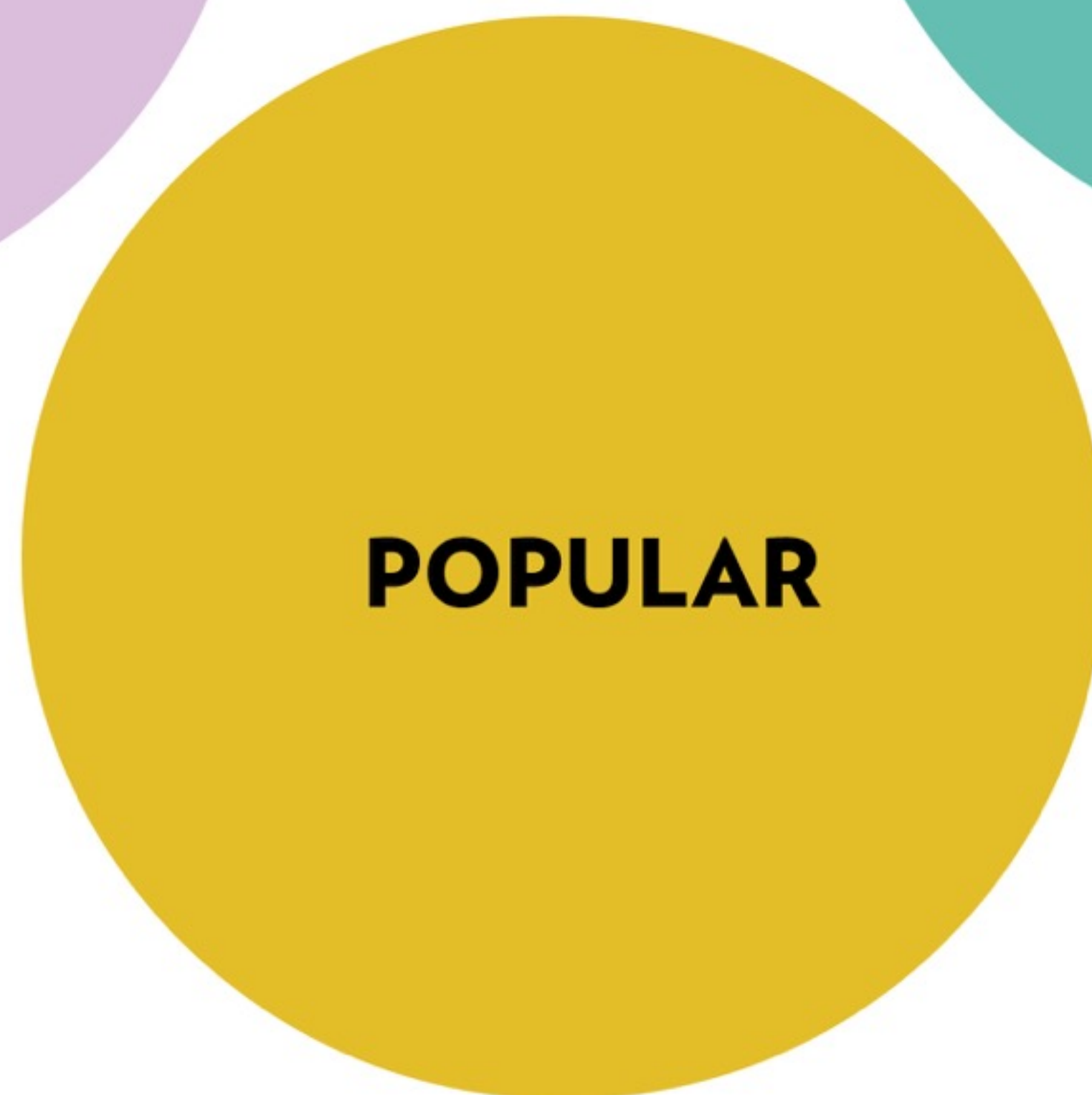
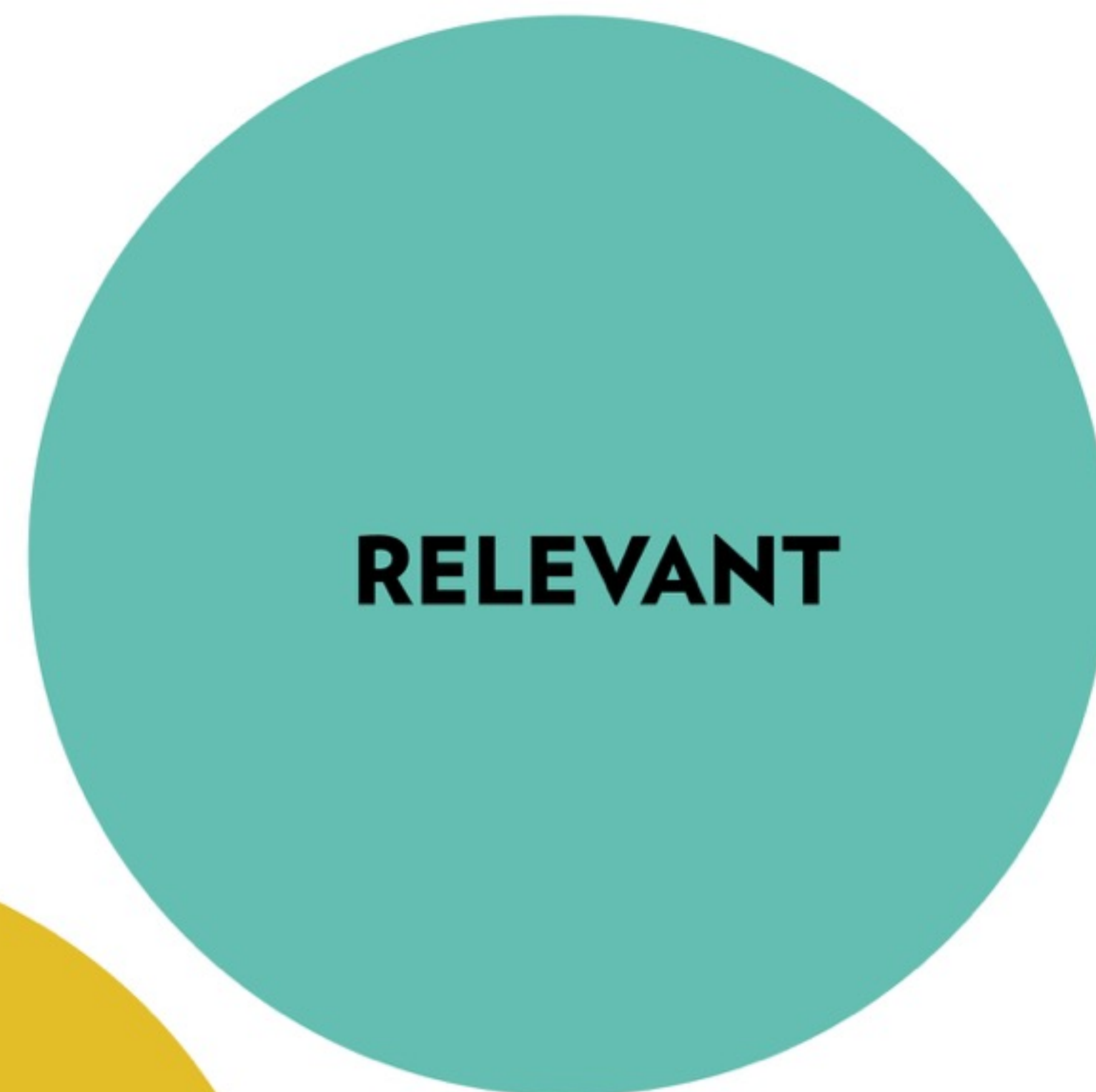
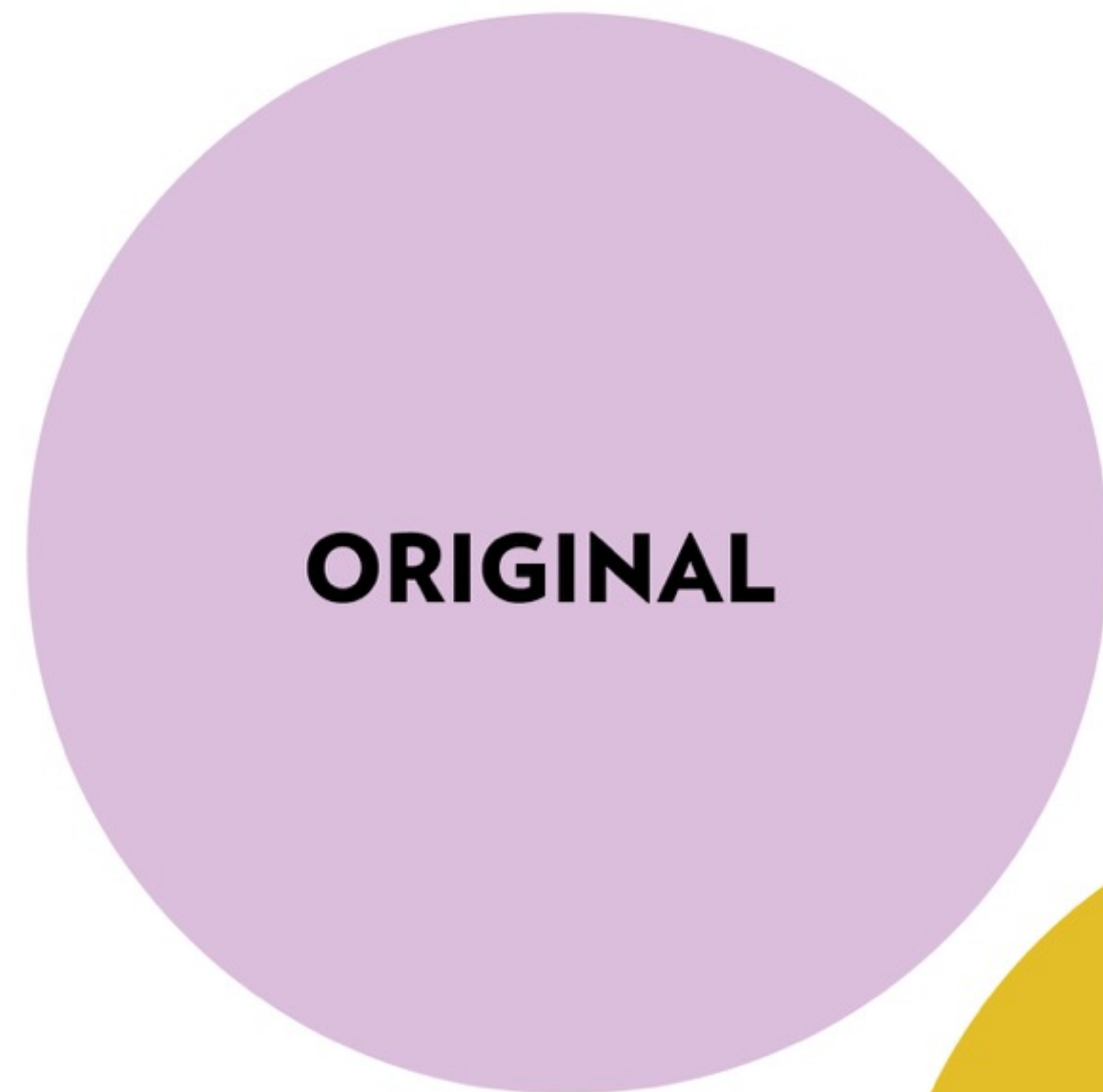
(not trending on social media)

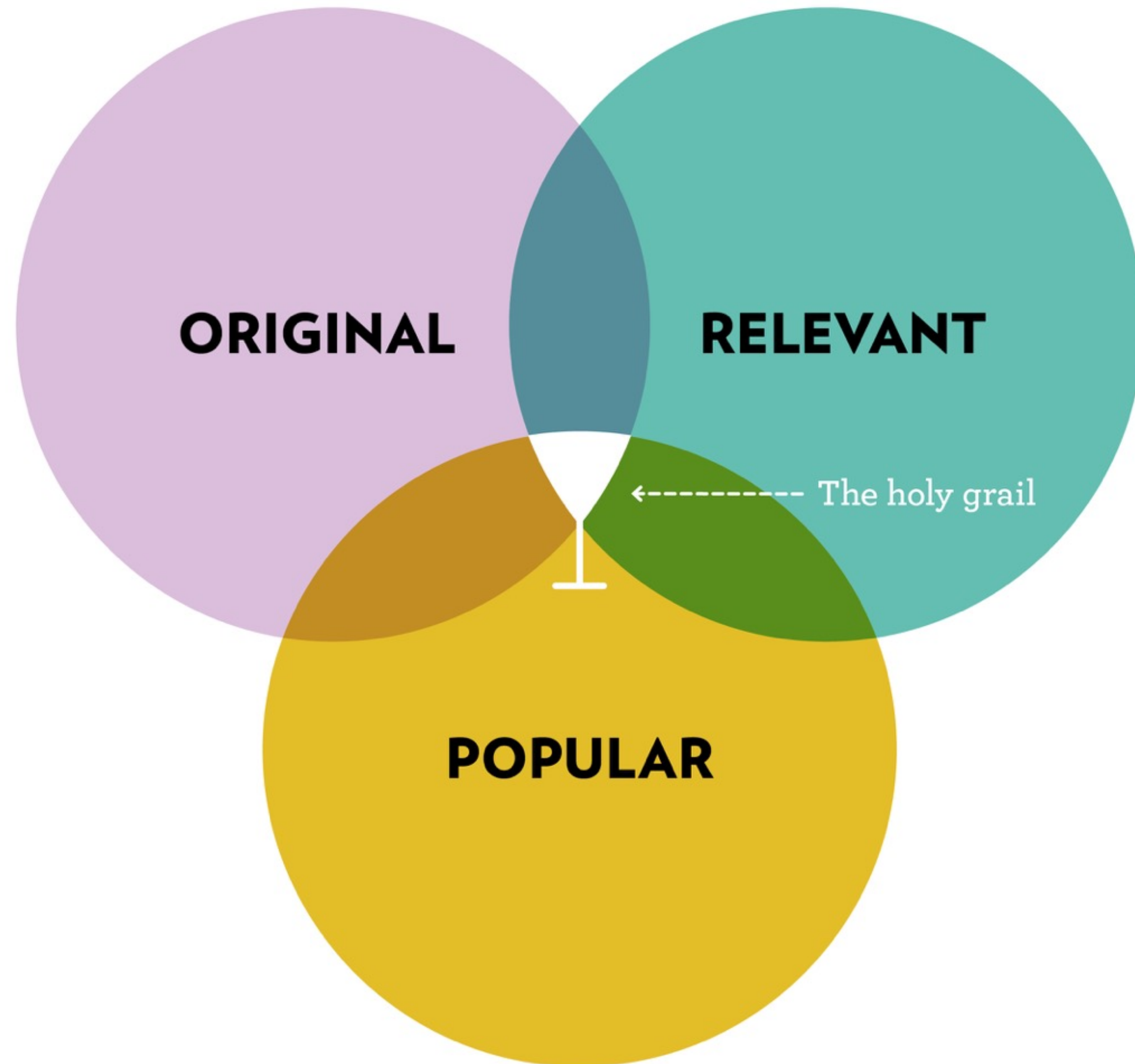




(people are actually asking for this story)







PUBLIC TRADITIONALLY

Passive

Consuming

No direct influence
on what stories get
reported



PUBLIC *POWERED*

Active

Creating

Direct influence
on what stories get
reported

JOURNALISTS TRADITIONALLY

Gatekeeper

Authority / expert

Responsible for every
part of story cycle

Working **for** public



JOURNALISTS *OF THE FUTURE*

Connector

Skilled synthesizer

Responsible for some
parts of story cycle

Working **with** public

QUESTION:

How do journalists know the stories they report are stories their audience wants?

ANSWER:

They ask. They listen.





HEARKEN
Your public's interest