

Principled Experiments in Engaged Journalism

**Informed Citizen Akron
June 3, 2016**

Research fellow
(2013-14)

Assistant
professor

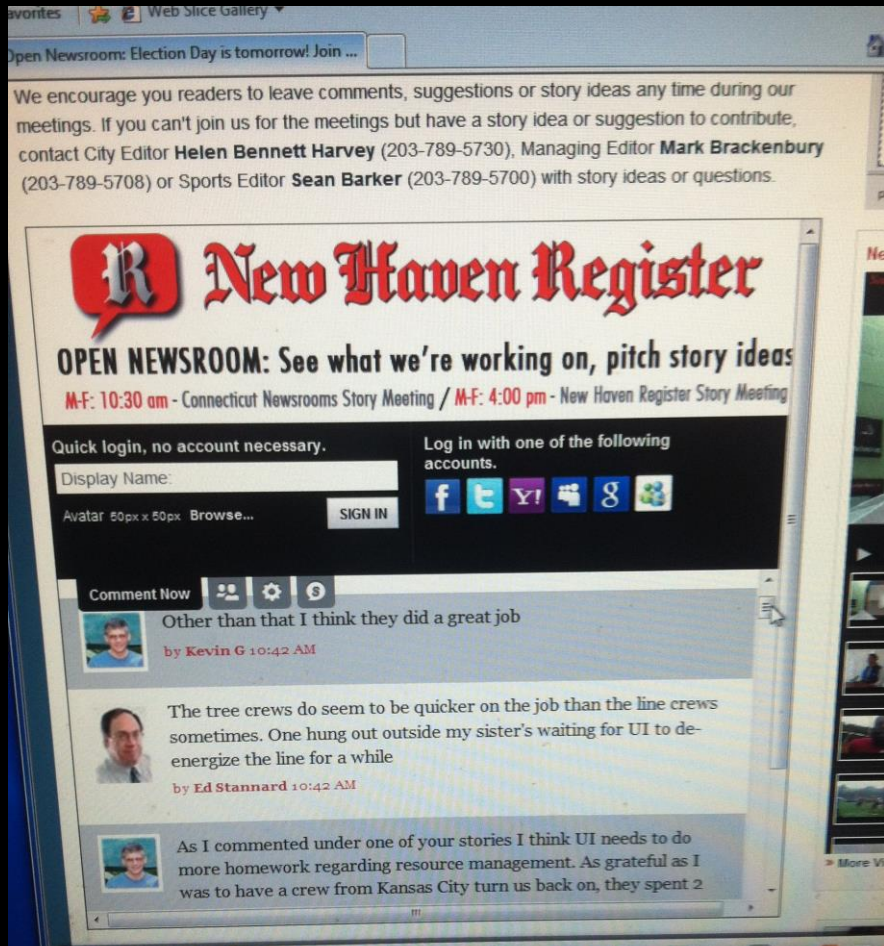
**Jake
Batsell**

ENGAGED JOURNALISM

(Columbia University Press)

- Based on visits to more than 25 news organizations in U.S./U.K.
- 100+ interviews
- Aimed at journalists, academics, students and anyone else interested in the future of news
- Part of CJR Books series
- More details: j.mp/engagedj





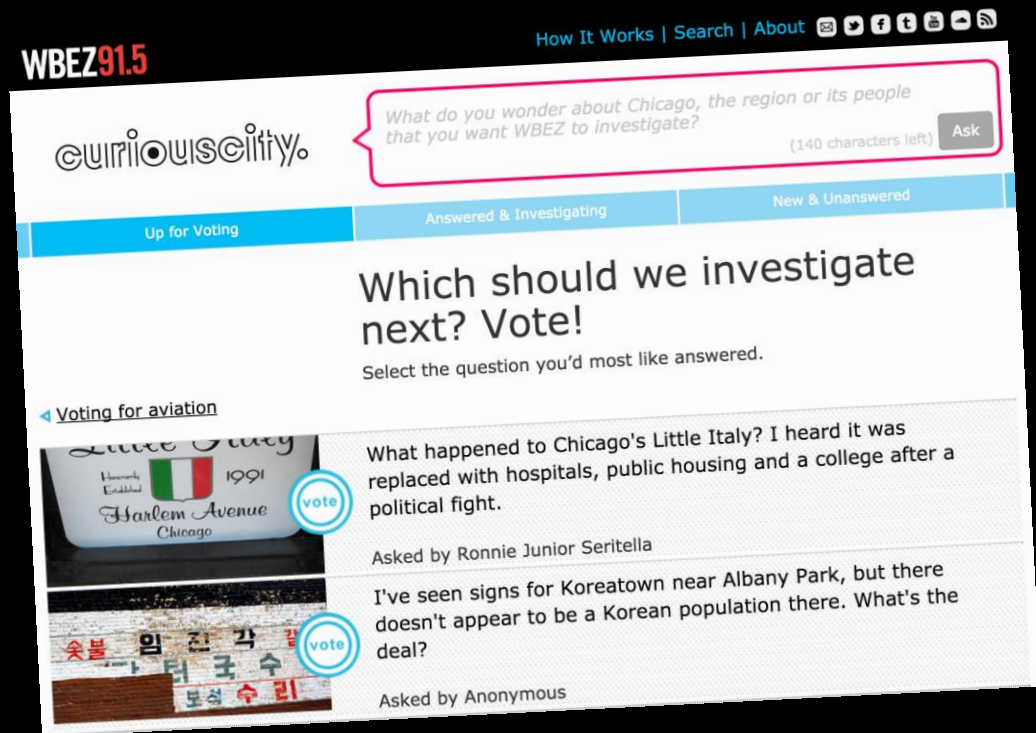
**What is
engaged
journalism?**
My definition:
***The degree to which a
news organization
actively considers and
interacts with its
audience***

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



1. Face-to-face engagement



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2. News as conversation



Interactive: Help Unlock Political Spending

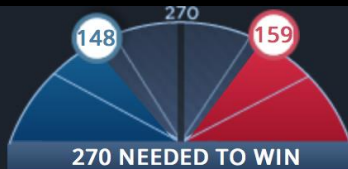
by Al Shaw, Jeremy B. Merrill, Amanda Zamora; ProPublica, Oct. 3

Help us reveal outside spending in the 2012 election by reviewing documents in some of the biggest battleground markets. [Free A File »](#)

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YAHOO! NEWS
ELECTION
CONTROL ROOM
— ★ ★ ★ —



9K+



3K+

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3. Serving the 'passionate vertical'



Community

business

GREENING DETROIT

LEAD IN THE MOMENT

MONEY CENTERED

KEN MORRIS, LIFETIME PLANNING

MICHIGAN FIRST - KEEPING YOUR BALANCE

FREE OUR FREE MARKETS

OAKLAND COUNTY BUSINESS UPDATE

MICHIPRENEUR

An online community built to empower entrepreneurs, encourage investment, strengthen small business, and foster talent in Michigan.

LATEST POSTS

- Holland and Grand Rapids Named Top Places for Business
- Building a Better Pipeline for Women in Business in Detroit
- Dan Gilbert's Advice to Entrepreneurs at #DETSW16
- The Creative Growth of Painting with a Twist in Michigan
- Bill Ford on the Second Revolution for Mobility at #DETSW16

TANNER FRIEDMAN STRATEGIC COMMUNICATIONS

THE EDUCATED EMOTION

entertainment

CYPRIAN KANE BLOG

JB BLUES

YES/NO FILMS

MEADOW BROOK THEATRE'S BLOG

MY REVIEWS BY JANE

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4. Search, explore, play

USA | POLITICS | DC DECODER

Are you more (or less) conservative than Mitt Romney? Take our quiz!



Evan Vucci/AP
(Read caption)

During the primary campaign Mitt Romney struggled to show voters he had the conservative chops to represent the GOP. Now, as the presumptive Republican nominee, has he convinced you he has the right values to represent the party?

Do you still consider yourself more of a hard-line Republican than Romney could ever be? Or are his positions closer to your opinions than you think? Take our quiz to find out.

By Laura Edwins, Staff Writer | JULY 6, 2012



1. President Obama's health-care law has been controversial. Republicans, including Mitt Romney, have vowed to repeal it. How do you view health-care reform in this country?



Alex Brandon/AP/File
(Read caption)

The health-care system should be entirely private. Those who can afford it will buy insurance, and those who can't will remain uninsured.

There should be more freedom in the way Americans purchase their insurance. They

Are you more (or less) liberal than President Obama? Take our quiz!



Carolyn Kaster/AP Photo
(Read caption)

Some Democrats see President Obama's first term as a string of promises broken by the realities of political office. On the other side, Republicans have labeled Mr. Obama the most radical, liberal president in American history, going so far as to brand him a socialist.

Are you more of a lefty than President Obama? Do his positions contradict your values? Or is the match just right? Take our quiz to find out.

By Laura Edwins, Staff Writer | JULY 9, 2012



1. Since 2005 America's dependence on foreign oil has declined, from 60 percent to 49 percent. Most people agree we need to decrease our dependence on foreign oil even further. What's the best plan to achieve this goal?



Joshua Roberts / Reuters
(Read caption)

Fossil fuels should be banned or nearly eliminated from America. Everyone should use public transportation or ride bikes.

Energy conservation and technology is key. Auto companies should work to improve solar-powered vehicles. We should work hard to educate the public on ways to reduce their carbon footprint. There is already too much drilling in fragile ecosystems.



SEARCH DISTRICTS AND SCHOOLS

Find school data by typing your school or district name into the box below.

Start typing to find schools

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](#)

5. Measuring and monetizing the audience

To survive, news organizations need to constantly earn the attention of a loyal audience.





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Thanks!

**More info:
j.mp/engagedj**