



ENGAGING NEWS PROJECT

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SURVEY OF NEWS EDITORS AND DIRECTORS SHEDS LIGHT ON CURRENT NEWSROOM PRACTICES

An Engaging News Project survey of 525 editors and news directors offers a glimpse at current newsroom practices, including that television and website-focused newsrooms are more likely to employ individuals to promote audience engagement than newspaper-focused organizations.

To better understand the current state of newsrooms, the Engaging News Project fielded a national survey of news editors and directors. We gathered a list of about 11,000 editors and news directors from Easy Media List, and emailed and sent postcards to potential respondents.

One question on the survey asked whether the newsroom employed individuals to promote audience engagement, an area that has gained popularity in recent years. 32 percent of newspaper-focused respondents said their newsroom employed an audience engagement person, making newspaper-focused organizations significantly less likely to employ individuals to promote audience engagement than television-focused (67 percent) and website-focused (51 percent) news organizations.

Other findings include:

- Newspaper-focused newsrooms are comparatively less likely to use research and development strategies (i.e., monitor digital metrics, partner with researchers, use A/B testing) than television and website-focused organizations.
- Television-focused organizations are more likely to have a mobile-friendly website than newspaper-focused newsrooms.
- Although it's common for newsrooms to respond to their audience in the comments on Facebook or Twitter, less than a third have a written policy about how to moderate comment sections.
- Most organizations self-grade their overall news coverage as a B.

“Although this survey is only a snapshot of the broader journalism industry, it does provide insight into practices being used in different news organizations,” said Dr. Talia Stroud, director of the Engaging News Project. “We hope our results will inspire newsrooms to reconsider some of their practices, especially when it comes to using research.”

The Engaging News Project provides research-based techniques for engaging online audiences in commercially viable and democratically beneficial ways. Learn more at engagingnewsproject.org