



Engaged Journalism: Connecting with Digitally Empowered News Audiences (Columbia Journalism Review Books)

By Jake Batsell

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Engaged Journalism explores the changing relationship between news producers and audiences and the methods journalists can use to secure the attention of news consumers. Based on Jake Batsell's extensive experience and interaction with more than twenty innovative newsrooms, this book shows that, even as news organizations are losing their agenda-setting power, journalists can still thrive by connecting with audiences through online technology and personal interaction.

Batsell conducts interviews with and observes more than two dozen traditional and startup newsrooms across the United States and the United Kingdom. Traveling to Seattle, London, New York City, and Kalamazoo, Michigan, among other locales, he attends newsroom meetings, combs through internal documents, and talks with loyal readers and online users to document the successes and failures of the industry's experiments with paywalls, subscriptions, nonprofit news, live events, and digital tools including social media, data-driven interactives, news games, and comment forums. He ultimately concludes that, for news providers to survive, they must constantly listen to, interact with, and fulfill the specific needs of their audiences, whose attention can no longer be taken for granted. Toward that end, Batsell proposes a set of best practices based on effective, sustainable journalistic engagement.

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Editorial Review

Review

Engaged Journalism is a welcome addition to the ongoing discussion over how to define audience engagement, identify the best practices, and determine their effectiveness with regard to audience loyalty and revenue. The coverage and writing style are impeccable and engaging.

(Dan Kennedy, author of *The Wired City: Reimagining Journalism and Civic Life in the Post-Newspaper Age*)

In an era where the definition of being a journalist must expand to include the responsibility of getting more audiences to find and engage with your journalism, Batsell makes a compelling case, with great case studies, for why engagement matters, and how newsrooms can transform from being gatekeepers to a limited few into gate-openers for millions more.

(Raju Narisetti, senior vice president of strategy, News Corp., and former managing editor of the *Washington Post*)

This important and timely book is a must-read for journalism practitioners and students who need to understand the fundamental transformation of news from a one-way transmission of information to a conversation. As Batsell persuasively argues, 'engagement' isn't merely an industry buzzword. Listening to and building deeper relationships with audiences is not only key to building trust and loyalty, but is also a critical part of financial sustainability for news organizations. Batsell provides numerous examples from some of the most innovative news organizations on how they have approached engaging with their communities and what they have learned, offering a number of practical ideas and principles that can inform journalists' daily work.

(Carrie Brown, CUNY Graduate School of Journalism)

This book is stuffed with concrete examples, bringing the often-nebulous concept of audience engagement into the practical world. Batsell answers the 'why' of the strategies he discusses, not just the 'what' and the 'who,' and the book will be interesting to optimists invested in the future of news.

(Joy Mayer, Missouri School of Journalism, and director of community outreach, *Columbia Missourian*)

A must-read... Any thoughtful news consumer will appreciate the solid, first-hand reporting that Batsell shares on this important topic.

(*Communications at Syracuse Blog*)

Batsell's book is well researched and well written. It should be required reading for every journalist and

every journalism student.

(Journalism and Mass Communication Quarterly)

Review

Engaged Journalism delivers something we see too rarely in journalism education--new ideas, described well and supported by on-the-ground research. This book is a concise yet enthralling introduction to what could be an important set of future journalistic practices.

(James Stovall, University of Tennessee, Knoxville)

About the Author

Jake Batsell is an assistant professor of journalism at Southern Methodist University, where he teaches digital journalism and media entrepreneurship. He previously worked as a staff writer for the *Seattle Times* and the *Dallas Morning News*.

Users Review

From reader reviews:

Jeffrey Brill:

The book *Engaged Journalism: Connecting with Digitally Empowered News Audiences* (Columbia Journalism Review Books) can give more knowledge and information about everything you want. Why must we leave a good thing like a book *Engaged Journalism: Connecting with Digitally Empowered News Audiences* (Columbia Journalism Review Books)? Wide variety you have a different opinion about book. But one aim which book can give many facts for us. It is absolutely correct. Right now, try to closer using your book. Knowledge or facts that you take for that, it is possible to give for each other; you can share all of these. Book *Engaged Journalism: Connecting with Digitally Empowered News Audiences* (Columbia Journalism Review Books) has simple shape but the truth is know: it has great and big function for you. You can seem the enormous world by wide open and read a reserve. So it is very wonderful.

Patricia Steele:

Reading a e-book tends to be new life style within this era globalization. With studying you can get a lot of information that could give you benefit in your life. Along with book everyone in this world can certainly share their idea. Guides can also inspire a lot of people. Many author can inspire their particular reader with their story as well as their experience. Not only the story that share in the books. But also they write about the data about something that you need case in point. How to get the good score toefl, or how to teach your children, there are many kinds of book that exist now. The authors on earth always try to improve their expertise in writing, they also doing some study before they write with their book. One of them is this *Engaged Journalism: Connecting with Digitally Empowered News Audiences* (Columbia Journalism Review Books).

Charles Melendez:

Spent a free a chance to be fun activity to complete! A lot of people spent their sparetime with their family, or their friends. Usually they performing activity like watching television, gonna beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Would you like to something different to fill your own free time/ holiday? Might be reading a book could be option to fill your no cost time/ holiday. The first thing that you ask may be what kinds of book that you should read. If you want to attempt look for book, may be the guide untitled Engaged Journalism: Connecting with Digitally Empowered News Audiences (Columbia Journalism Review Books) can be great book to read. May be it can be best activity to you.

Rebecca Muldoon:

Engaged Journalism: Connecting with Digitally Empowered News Audiences (Columbia Journalism Review Books) can be one of your starter books that are good idea. Most of us recommend that straight away because this guide has good vocabulary that could increase your knowledge in words, easy to understand, bit entertaining however delivering the information. The copy writer giving his/her effort to get every word into joy arrangement in writing Engaged Journalism: Connecting with Digitally Empowered News Audiences (Columbia Journalism Review Books) yet doesn't forget the main place, giving the reader the hottest and also based confirm resource facts that maybe you can be one among it. This great information may drawn you into completely new stage of crucial contemplating.

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