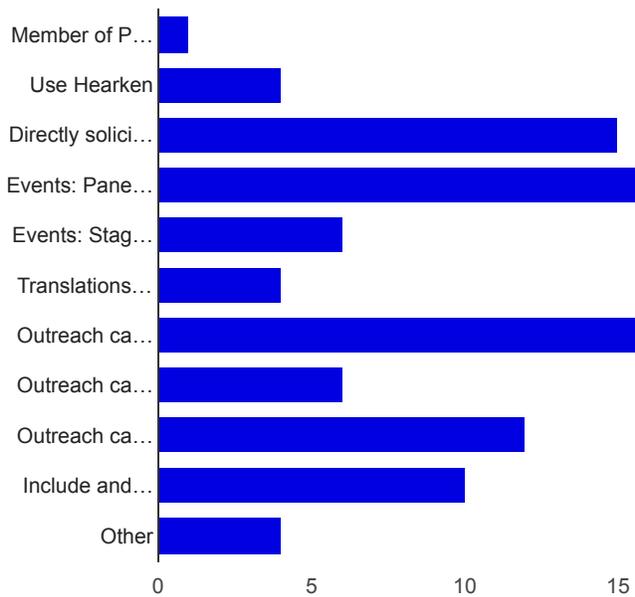


23 responses

[Publish analytics](#)

Summary

What are the ways your organization engages with the public? Choose all that apply.



Member of Public Insight Network	1	4.3%
Use Hearken	4	17.4%
Directly solicit or poll audience for comments, story tips, feedback	15	65.2%
Events: Panels on current events at least once per year that include audience Q&A	20	87%
Events: Stage “listening sessions” and other events at least once per year focused specifically on content	6	26.1%
Translations to reach immigrant audiences	4	17.4%
Outreach campaigns using social media to target communities interested in your coverage	20	87%
Outreach campaigns using in-house CRM to target segments of your audience	6	26.1%
Outreach campaigns to target “social media influencers” who can amplify your message and inspire responses	12	52.2%
Include and attribute audience feedback and social-media comments	10	43.5%
Other	4	17.4%

How do you decide a story is worth covering when someone outside your newsroom brings it to your attention?

Evaluate based on usual newsworthiness and whether it dovetails with topic focus areas.

Editorial discussion

Not just straight news but offers a nuanced view of some aspect of the West

We have a list of 10 questions that we use called "Is it a YES! article?"

we put it through our pitch process

We ask whether or not it's on mission for the organization, whether there's a news hook, and whether or not we have a writer on staff or in our network who can take on the topic and develop a meaningful/significant piece of work.

Story must have 3 or 4 or 5 aspects that make it of general interest. Story relates to creative innovation and change, sustainability, or urban development, and would not normally be covered by daily news.

We seek stories that would have the highest impact because we have limited resources. We might only be able to tackle one to four stories at a time.

Reporters vet all news tips.

Through independent research, reporting and vetting of source and tip

Does it get people talking?

Newsworthiness - social value, importance to communities we cover and to ourselves, timeliness, and funding priorities.

Editor judgment

If it is essential to our community.

If it is a compelling issue or question on one of the niche topics we cover, and we have the resources on staff, we do it!

our staff discusses it the way we discuss any other pitch - and in one case the community member pitching a story ended up becoming a first-time journalist and writing the story

Coverage decision is based on the issue itself (is it something we focus on), whether it has received coverage elsewhere, whether we have staff available

Evaluate based on our knowledge of the topic area, reporters' insight on the topic area, other news coverage. We value suggestions from our readers and take them seriously in shaping our coverage. Not everything that is checked out results in a story. If not, we let the person know what we concluded and why.

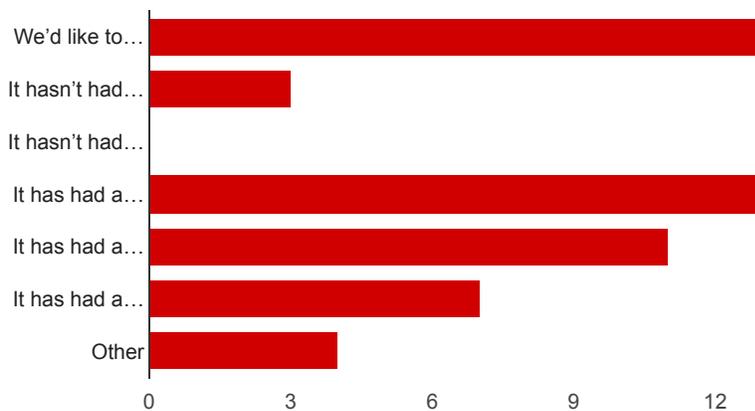
We primarily do investigative reporting projects. We would need to determine how important it is based on our goals--will it have impact and if so how much impact and on which institutions, populations as we begin moving forward. How timely or urgent is it and how do those answers affect our other projects, commitments. Do we have the "right" people to do it, and if not, what will it take to identify those contributors and how will bringing them on affect our budget, and can we afford it? How much time do we think it will take to report and achieve impact? And what will that take in terms of staff, budget, other resources to accomplish our goals? And if we want to do the story, how will other stories, projects, investigations already under way be affected, and can we afford those costs.

**How has your attitude and openness to community engagement changed over time?
Choose all that apply — and check "other" to add any further explanation.**



I'm more open to it.	17	73.9%
I'm less open to it.	0	0%
Other	9	39.1%

What are the impacts of engagement programming for your news organization? Check all that apply, and please check "other" to add any further comments.



We'd like to have more engagement programming, but the budget isn't there	13	56.5%
It hasn't had an impact on our coverage — but we're still trying	3	13%
It hasn't had an impact on our coverage — and we gave it up	0	0%
It has had a positive impact — our stories are stronger	13	56.5%
It has had a positive impact — we get more traffic	11	47.8%
It has had a positive impact — our donor/subscriber fundraising is improving	7	30.4%
Other	4	17.4%

What are your hopes and concerns about community engagement with your newsroom?

asking for community input and then not following up reliably

Comment moderation is difficult

Concern is being able to afford Hearken in Year #2 of it. Radio producers have such little time. Even when they want to do more front-end engagement they simply don't have time.

We hope to have impact, along with others, as the healthy of the planet and our eco-system will depend on newsroom engage.

We have a small staff. Two full-time staffers (one position is vacant until 2017) and four volunteer PR specialists/event planners.

It can be expensive, and time-consuming.

We have a small staff and sincere engagement requires an investment that competes for our time

I want to see more community-based, curiosity-driven stories come out of our newsroom.

Will we ever be able to actually do it properly!?

That we keep following through.

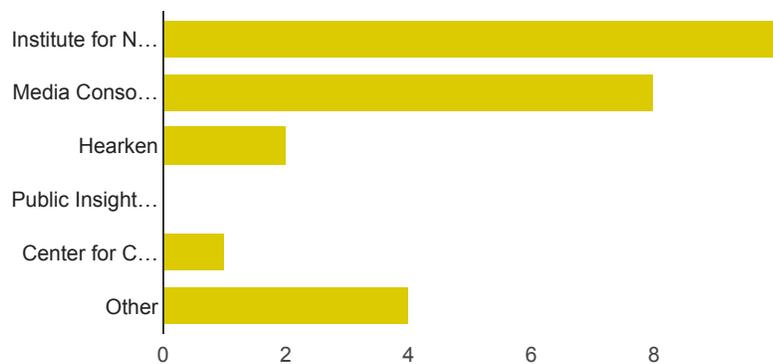
I hope we can maintain effective staffing to manage community engagement.

my hope is that the recent excitement around community engagement nationally will lead to better journalism, my concern is that it's just a "flavor of the week" in the foundation world and among the chattering classes ...

We would love to do more events - we're working on that now, the idea would be that it would help us engage with more of our community, beyond the people we are currently talking to for stories and reporting.

Would like to facilitate more ways for our community to feel comfortable engaging directly with us. Often find that someone with an idea will contact a person who knows us to ask if we would pursue something rather than just contacting us directly. We are new, only six months old. We are constantly looking for and trying new avenues to get the word out about our operation.

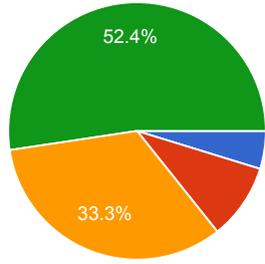
Where did you learn about this survey?



Institute for Nonprofit News	10	43.5%
Media Consortium	8	34.8%
Hearken	2	8.7%
Public Insight Network	0	0%
Center for Cooperative Media	1	4.3%
Other	4	17.4%

Organizational budget size?

<\$75,000 **1** 4.8%



\$75,000-\$149,999	2	9.5%
\$150,000-\$499,999	7	33.3%
\$500,000+	11	52.4%

Number of daily responses

