

*IAPA General Assembly, October 3-7, Madrid*

*Seminar: In search of new readers. Audiences' tastes have changed.  
New technologies for new audiences. Social networks and blogs.*

# **The changing relationship between journalists and their audiences: Drifting together or drifting apart?**

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# The changing relationship between journalists and their audiences – **structure of presentation**

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## **Drifting together?**

1

- a more interactive nature of relationship
- meeting the audiences' demands

## **Drifting apart?**

2

- decline of circulation and reach of the paid-for journalism, especially in Europe and the US: journalism is at risk of losing its *economic* value for the audience
- loss of credibility and trustworthiness: journalism is at risk of losing its *journalistic* value for the audience

**consequences: appeal for more authenticity, accountability and transparency in journalism (*new digital approach of transparency*)**

3

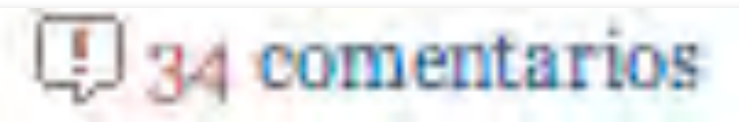
# The changing relationship between journalists and their audiences: **Drifting together?**

1

## a more interactive nature of relationship

for instance: email, comments to the stories, ratings

 Post your comment

 34 comentarios

**MOST VIEWED**

TODAY PAST WEEK PAST MONTH

1. **Swiss restaurant to serve meals cooked with human breast milk**
2. **Pictures of the day: 18 September 2008**
3. **Italian model plans to sell virginity for 1m euros**
4. **Scientists study `out of body experiences`**
5. **World`s smallest man meets woman with world`s longest legs**

# The changing relationship between journalists and their audiences: **Drifting together?**

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1

## **a better knowledge of the audiences' desires, expectations and interests**

- technologies of digital media (ratings, search words), but also more audience research due to increased competition and market pressure
- consequence I: conforming to audience demands, tailoring news content to appeal to consumers
- consequence II: changing news values (e.g. shifting away from “hard” news (e.g. foreign) coverage towards “news-to-use” such as health, lifestyle, education or to „light“ news topics)

# The changing relationship between journalists and their audiences: **Drifting together?**

1

**meeting the audiences' demands who want to access the news in a variety of forms and times**

- multiple-platform publishing in convergent newsrooms (e.g. print and online with audio and video)



**The Daily Telegraph**

London

**DIE WELT** Berlin

# The changing relationship between journalists and their audiences: **Drifting together?**

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**meeting the audiences' demands who want to access the news in a variety of forms and times**

- multiple-platform publishing in convergent newsrooms (e.g. print and online with audio and video)



Edward Roussel, Daily Telegraph Media Group's digital editor:  
**"It's about serving the customer, not serving the newspaper."**



**The Daily Telegraph**

London

# The changing relationship between journalists and their audiences: **Drifting together?**

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**meeting the audiences' demands who want to access the news in a variety of forms and times**

- multiple-platform publishing in convergent newsrooms (e.g. print and online with audio and video)



# The changing relationship between journalists and their audiences: **Drifting apart?**

**decline of circulation and reach of the paid-for journalism (newspaper), especially in Europe and the United States**

<i>paid daily circulation</i>	<b>2007</b> (over the previous year)	<b>2003 - 2007</b>
global	+ 2.57 %	+ 9.39 %
European Union	- 2.37 %	- 5.91 %
Australia / Oceania	- 4,28 %	
USA	- 3.03 %	- 8.05 %
South America	+ 6.72 %	
Asia	+ 4.7 %	
Africa	- 0.49 %	

Source: WAN World Association of Newspapers, June 2008



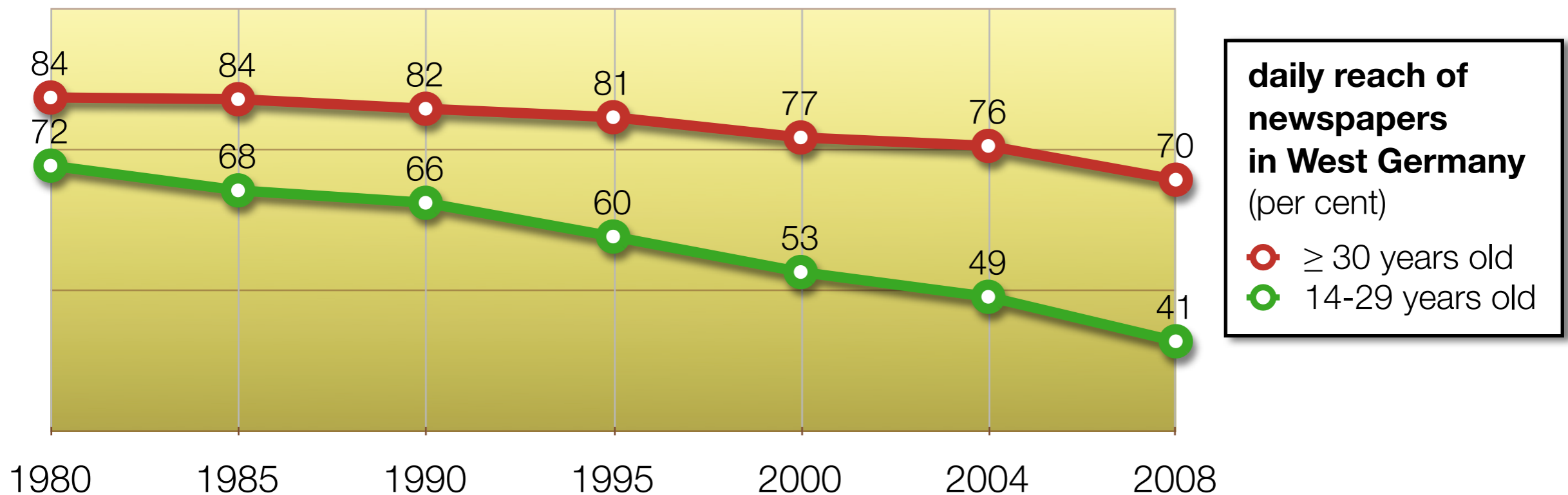
# The changing relationship between journalists and their audiences: **Drifting apart?**

2

## decline of circulation and reach of the paid-for newspaper, especially in Europe and the United States



**Example Germany** (5th largest national market for newspapers worldwide; no free dailies): The decline of newspaper circulation and reach has been dramatic over decades



Source: Allensbacher Markt- und Werbeträgeranalysen AWA 1980 - 2008

# The changing relationship between journalists and their audiences: **Drifting apart?**

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2

**decline of circulation and reach of the paid-for journalism (newspaper),** especially in Europe and the United States

at the same time: **boost of free papers and free content on the web**

**Free dailies** now account for nearly 7 per cent of all global newspaper circulation and for 23 percent of circulation in Europe (WAN 2008)



# The changing relationship between journalists and their audiences: **Drifting apart?**

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2

**decline of circulation and reach of the paid-for journalism (newspaper),** especially in Europe and the United States

at the same time: **boost of free papers and free content on the web**

Do people no longer want to pay for journalism?

**Journalism loses its (*economic*) value for the audience.**

*Newsroom Barometer of the World Editors Forum (survey among 704 senior newspaper editors from around the world, conducted in March 2008):*

“A majority of editors – 56 percent – believe **news in the future will be free**, up from 48 percent from last year's survey. Only one-third believe the news will remain paid for, while 11 percent were unsure.”

# The changing relationship between journalists and their audiences: **Drifting apart?**

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2

## **loss of credibility and trustworthiness**

trust in and respect for journalism is declining / on a very low level in many countries

# The changing relationship between journalists and their audiences: **Drifting apart?**

**astonishing: in countries with a free press trust in journalism is low – higher in developing countries with partly free or not free press**

	Trust in the Media (1)
Nigeria	88
Indonesia	86
India	82
Egypt	74
USA	59
Russia	58
UK	47
South Korea	45
Brazil	45
Germany	43

**(1) BBC/Reuters/ Media Center Poll: Trust in the Media**  
Polling was conducted in-person or by telephone from 10 March to 4 April 2006 with a total sample of 10,230 people.  
**per cent („A Lot“ and „Some Trust“)**

# The changing relationship between journalists and their audiences: **Drifting apart?**

2

**astonishing: in countries with a free press trust in journalism is low – higher in developing countries with partly free or not free press**

	Trust in the Media (1)	Global Press Freedom Ranking (2)
Nigeria	88	54 (partly free)
Indonesia	86	58 (partly free)
India	82	37 (partly free)
Egypt	74	61 (not free)
USA	59	16 (free)
Russia	58	72 (not free)
UK	47	19 (free)
South Korea	45	30 (free)
Brazil	45	39 (partly free)
Germany	43	16 (free)

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**(2) Freedomhouse 2006 (Rating 1-100)**

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# The changing relationship between journalists and their audiences: **Drifting apart?**

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**astonishing: in countries with a free press trust in journalism is low – higher in developing countries with partly free or not free press**

- *likely reason I:* **insufficiently accountable handling of press freedom** (journalistic scandals and errors; fewer hard news, more “light” news topics and entertainment)
- *likely reason II:* **media diversity and different angles of view** (people have the problem that things are often ambiguous – whom should they trust?)
- *likely reason III:* **journalism has lost its sacred aura**; audiences have a much greater chance to choose and question



# The changing relationship between journalists and their audiences: **Drifting apart?**

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2

**loss of credibility and trustworthiness** (above all in countries with a free press tradition)

**“Consumers trust and rely on journalists less, and expect more of them, because they have alternative sources of information.”**

([www.stateofthenewsmedia.org](http://www.stateofthenewsmedia.org); USA)

**“the public asks the journalist for an explanation for the way he fulfils his job”**

(a French journalist in a survey of Monika Metykova, 2008)

# The changing relationship between journalists and their audiences: **Drifting apart?**

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2

**loss of credibility and trustworthiness** (above all in countries with a free press tradition)

Do people no longer trust in journalism?

**Journalism is at risk of losing its (*journalistic*) value for the audience.**

## **Distrust leads to switching:**

Over one in four people (28%) across the 10 countries surveyed either strongly agrees (13%) or somewhat agrees (15%) with the statement, “In the past year I have stopped using a specific media source because it lost my trust.”

*Source: BBC/Reuters/Media Center Poll: Trust in the Media 2006*

# The changing relationship between journalists and their audiences: **consequences**

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3

## **to sum up the challenges:**

- newsrooms are more interactive, know their audiences better and use new platforms to make the news accessible in a variety of forms and times
- but: journalism is losing its *economic* and its *journalistic* value for the audience

## **How can editorial departments meet these challenges?**

- restore your credibility and trustworthiness
- more authenticity and accountability through ***transparency***

# The changing relationship between journalists and their audiences: **consequences**

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## **more authenticity and accountability through transparency**

### ***traditional approach:***

- Ombudsman (Public Editor, Readers' Editor, Defensor del Lector, Leseranwalt)
- Code of Ethics
- Leserbeirat ("readers' advisory board")
- (transparent) Corrections
- accountability for journalistic scandals

# The changing relationship between journalists and their audiences: **consequences**

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## **more authenticity and accountability through transparency**

***new digital approach:*** learning from the Blogosphere

- ✓ Are the sources in articles clearly identified? (linking creates checkability and hence credibility)
- ✓ Is the rationale behind the news explained, especially the editorial decisions?
- ✓ Has the journalist „a human voice“? Does he talk about „how we got the story“?
- ✓ Are all sides asked to comment? (news as conversation)

# The changing relationship between journalists and their audiences: **consequences**

3

## more authenticity and accountability through transparency

**new digital approach:** open the windows and the drawbridge of the *fortress newsroom*

- ✓ Example I: **Initiative „Transparent Newsroom“ of „The Spokesman-Review“** (Spokane, Northwestern USA): live webcasts of all daily news meetings; editorial decisions explained in the blogs „Daily Briefing“ and „Ask the Editors“

**THE SPOKESMAN-REVIEW**

### The Transparent Newsroom

**Daily Briefing:** Notes from our daily news meetings.

» A couple thin slices, links for your weekend, redesign update

**On The Air:** Updates on the Spokesman's radio project.

» Thoughts about Joseph Duncan, and our coverage...

**Ask The Editors:** We answer your questions about our editorial decisions and operations.

» Can the press make candidates be truthful?

**News Diary:** Managing editor Gary Graham talks about media.

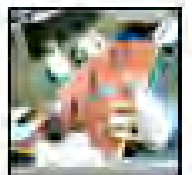
**A Matter of Opinion:** Our editorial board takes on the issues.

**Future of the Newsroom:** Download Carla Savalli's report.

**News meetings:** Streaming video of our weekday 10 a.m. news meeting.

**Live webcast »**

**Read our code of ethics »**



# The changing relationship between journalists and their audiences: **consequences**

3

**more authenticity and accountability through transparency**

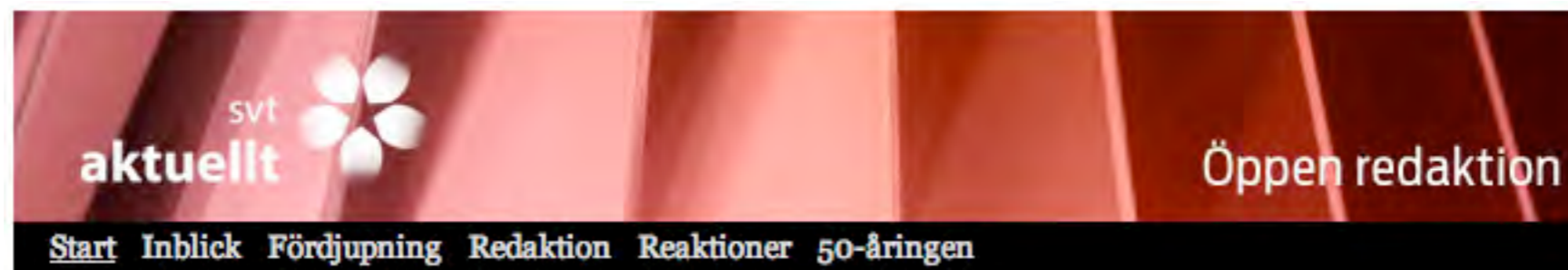
***new digital approach:*** open the windows and the drawbridge of the *fortress newsroom*

- ✓ Example II: **Initiative „Öppen redaktion“ („Open Newsroom“)** of the **Swedish newscast „Aktuellt“**: two video reporters always in the newsroom; clips from conferences and conversations instantly on the web



**Vad borde vi ha gjort?**

INBLICK Veckan på nyhetsredaktionen har till stor del kretsats efterspelet av FRA-dokumentären och en uppretad utrikesminister. I dag gav reportern Mikael Pettersson sin syn på saken.



# The changing relationship between journalists and their audiences: **consequences**

3

**more authenticity and accountability through transparency**

**new digital approach:** open the windows and the drawbridge of the *fortress newsroom*

- ✓ Example III: **Editorial Blog of the German newscast „Tagesschau“:** all editors in chief and about 50 journalists explain and discuss the editorial decisions with often several hundreds of comments



Thomas Roth | 30.08.2008 17:10 Uhr | 1,250 Kommentare »  
Kategorie: Auslandskorrespondenten

blog.tagesschau.de<sup>1</sup>  
hinter den Nachrichten

subtitle: behind the news

1,250 comments about a blog item on an interview with Putin (30-08 to 30-09)



# The changing relationship between journalists and their audiences: **consequences**

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3

## **Drifting together**

journalists are more interactive and try to meet the audiences' demands



## **Drifting apart**

journalism is at risk of losing its economic and journalistic value for the audience



**more authenticity and accountability through transparency**

*traditional approach*

*new digital approach*

Our news culture demands transparency of government officials, politicians, business leaders and celebrities. Shouldn't we – of all people and professions – be the most transparent?

Source: Jeff Jarvis, [buzzmachine.com](http://buzzmachine.com)

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[www.stateofthenewsmedia.org](http://www.stateofthenewsmedia.org)