Welcome to Bridgetown:

Bridging the Gaps Between the Worlds of Professional and Citizen Journalism

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Overview

The Welcome to Bridgetown Strategic Communication capstone project consists of three parts. The first part, Researching Bridgetown, is a mixed-method research article that explores the relationships between professional and citizen journalists and assesses potential methods of collaboration between the two. The second section, Imaging Bridgetown, is a marketing plan for a hypothetical hybrid "pro-am" professional-citizen online/tablet news magazine informed by the research findings in Researching Bridgetown. The third and final section, Building Bridgetown, consists of appendices and supplemental figures.

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I. Researching Bridgetown: A Mixed-Method Approach

Abstract

This study utilizes critical discourse analysis (CDA) to examine the opportunities and threats to the discursive values of professional journalism inherent in collaborating with citizen journalists, as well as areas of complementation and overlap in the value systems and practice of professional and citizen journalists. This is accomplished through a qualitative-dominant mixed-method approach utilizing semi-structured qualitative interviews with authoritative representatives of professional newsrooms throughout Oregon, California, and Washington (n = 11) supported by a Web-based survey of adults aged 18 and over residing in those states (n = 362). This study reveals that, while there is minimal overlap in discursive values between professional and citizen journalism, there are several areas of complementation between the two journalistic traditions in both theory and practice. Additionally, this study indicates strong public interest in participating in the journalistic process, as well as strong public interest in journalistic models that include content produced by both professional and citizen journalists.

Keywords: critical discourse analysis, citizen journalism, discursive values, objectivity, participation, collaboration

Introduction

Citizen journalism is not new. People who are not professionally trained journalists have been sharing content with their communities since the beginning of recorded human

communication (Bentley, 2011). From cave paintings and ancient Roman graffiti to the rogue literature of the printing press and the anonymous and unpaid editorials of Alexander Hamilton, the dissemination of information has never been solely controlled by any one industry or limited to paid professionals. However, while the phenomenon of citizen media—in whatever form—is not new, the technology citizen media producers have access to today is new, and that technology is fundamentally transforming the media landscape. Today, anyone with an internet connection and a smartphone can produce original content and share that content with millions. In the digital world, professional media producers no longer act as primary gatekeepers to the production and proliferation of content on either a local or global scale. In the realm of news media, this shift is particularly profound. Shrinking revenues, collapsing public trust, and dwindling readership have dominated headlines covering the troubles faced by news media. Often, their readers do not even necessarily see significant differences in the levels of credibility between professional and non-professional sources (Carr, Barnidge, Lee, & Tsang, 2014). Taken together, these factors are disrupting the established order of professional media on a scale never seen before (Korson, 2014; Shirky, 2008; Splichal & Dahlgren, 2016).

Professional journalism organizations have responded to their rapidly decreasing roles as gatekeepers of news media in a variety of ways. Some organizations—like CNN—have tried to harness and exploit citizen-produced news while simultaneously denigrating the quality of citizen journalism (Palmer, 2013). Others, like Australia's Special Broadcasting Service (SBS), have instead tried to actively integrate citizen-produced content into their professional newscasts (Hujanen, 2012). No consensus currently exists on the best way for professional journalism to

interact with citizen journalism. However, citizen journalism continues to proliferate and grow in its ability to affect important aspects of society, including the democratic process (Lee, 2015). It is clear that more research into the topic is warranted, especially if professional journalism wishes to remain relevant and competitive in the new media landscape.

This study contributes to said need for additional research by assessing how professional newsrooms currently perceive and interact with the phenomenon, then using insights from that assessment to explore potential areas of complementation and collaboration between the two traditions. I do this in two ways. First, I analyze how professional media—particularly news media—are adapting its philosophies and business models to this rapidly shifting media landscape, as well as how media scholarship assesses and defines these changes, through a review of existing academic and industry literature on the topic. Using data from this review, I then identify gaps in the existing scholarship surrounding this topic and use these gaps to form research questions. Second, using a mixed-method approach that combines qualitative interviews of leaders in the professional news media industry regarding their organization's relationship with citizen journalism with a quantitative survey measuring public usage and trust of news media, I examine the relationship between professional and citizen journalism through the lens of the research questions formed previously.

A discursive approach to journalistic practice

Critical discourse analysis (CDA), particularly the Fairclough (2012) interpretation of trans-disciplinary critical discourse theory, is used throughout this study to measure and assess

the comparative values and identities of professional journalists and citizen journalists. CDA is made up of five key components, which Jäger (2001: 32-33) describes as such:

> What knowledge (valid at a certain time) consists; how this valid knowledge evolves; how it is passed on; what function it has for the constitution of subjects and the shaping of society and what impact this knowledge has on the overall development of society.

CDA is also widely encompassing of related fields. CDA endorses the Habermasian notion that language is a an ideological and social force that can legitimize organizational power and power relations while also incorporating critical linguistics (CL) as an integral part of CDA (Habermas, 1979; Wodak, 2001). Wodak suggests:

> CL and CDA may be defined as fundamentally concerned with analysing opaque as well as transparent structural relationships of dominance, discrimination, power and control as manifested in language. In other words, CDA aims to investigate critically social inequality as it is expressed, signalled, constituted, legitimized and so on by language use (or in discourse) … Consequently, three concepts figure indispensably in all CDA: the concept of power, the concept of history, and the concept of ideology.

Using CDA, I examined the epistemological and ontological claims and assumptions underlying journalistic identity, knowledge, and value systems in both professional journalists and citizen journalists. In particular, I used the discourses of objectivity (Deuze, 2005; Schudson, 2001; Tuchman, 1972) and participation/dialogue (Soffer, 2009) within journalistic practice and as interpreted by Hujanen (2012) as a framework for my analysis of identity, knowledge, and value systems within professional and citizen journalism.

Defining contemporary citizen journalism

The concepts behind citizen journalism trace their roots back thousands of years. The early humans who painted pictographs of animals on the walls of their cave dwellings were probably not full-time chroniclers of history; instead, they were likely hunters who wanted to share their tale with others (Bentley, 2011). Ancient cave painters found spiritual successors in the citizens and slaves of the Roman Empire, who were notorious for creating often ornate graffiti on topics from musings on poetry and philosophy to crude jokes and humor (Milnor, 2014; Montani, Sapin, Sylvestre, & Marquis, 2012). The printing press continued this tradition: Martin Luther's observation that "every man is a priest" serves as a possible start point for the roots of citizen media in its modern incarnation (Bentley 2011). In the context of American media, this possibility is bolstered by the literary and democratic importance of what could be considered among the first American acts of citizen journalism: the pamphlet publications of Thomas Paine, and the anonymously published essays by Alexander Hamilton, James Madison, and John Jay that would eventually form *The Federalist Papers* (Bentley, 2011; Gillmor, 2006).

The production of important citizen media continued to prove its significance going forward into the modern era, with some of the most powerful images and video footage of significant events such as the assassination of John F. Kennedy and the 9/11 terrorist attacks being captured by untrained American citizens (Gant, 2007; Wired, 2006).

Despite the historical legacy and importance of citizen media, one particular subset of citizen-produced media—citizen journalism—is difficult to define in a contemporary sense. Indeed, as the term "citizen journalism" itself is difficult to pin down academically, going by many aliases (Chung, Nah, & Yamamoto, 2017). The term encompasses a wide variety of activities and media formats and goes by a variety of names, each with their own nuances and other subtle differences, including participatory journalism, grassroots journalism, open-source journalism, hyperlocal journalism, networked journalism, citizen media, bottom-up journalism, stand-alone journalism, and distributed journalism (Allan, 2009: 18; Glaser, 2010: 581). The definition of what it is and what it entails is equally fragmented (Watson, 2011), albeit with some consistency in themes: Rosen (2008) articulates it as being ''when the people formerly known as the audience employ the press tools they have in their possession to inform one another" (para. 1), while Watson (2011) defines it as "the involvement of the public in the collection, production and distribution of news items" (p. 1). Meanwhile, according to *MediaShift* founder Mark Glaser (2006), the defining feature of citizen journalism is that "people without professional journalism training can use the tools of modern technology and the global distribution of the Internet to create, augment or fact-check media on their own or in collaboration with others" (para. 1).

One of the more encompassing definitions of citizen journalism comes from a typology

of five distinct journalistic models proposed by Nip (2006) and expanded upon by Kperogi (2010). According to this typology, the five broad models of journalistic practice are traditional journalism, public journalism, interactive journalism, participatory journalism, and citizen journalism. Traditional journalism is marked by its strong adherence to a gatekeeping role and almost no audience interaction outside of reactive letters to the editor or other limited audience feedback. Public journalism, also known as civic journalism and formed as a reaction against the one-sided nature of traditional journalism (Rosen, 1999), combines the gatekeeping role of traditional journalism with more proactive methods of audience interaction such as town hall meetings, citizen panels, and polls. Interactive journalism is the Web-based evolution of public journalism, incorporating both interpersonal and content interactivity with the the audience. Participatory journalism, meanwhile, takes the interactive model and expands it to include actively involving the audience in news-gathering activities, transforming the audience into collaborative partners. Finally, the citizen journalism model sees the audience grow beyond the authority of professional journalistic practice entirely and begin generating its own journalistic content without involvement from professional journalists. Nip (2006: 218) defines this model as a situation "where the people are responsible for gathering content, visioning, producing, and publishing the news product …" while also noting that citizen media must include "some original interviewing, reporting, or analysis of events or issues to which people other than the authors have access" to qualify as citizen journalism (Kperogi, 2010; Nip, 2006; Rosen, 1999).

While the above definition serves as a solid foundational definition of citizen journalism and is used as such throughout this study, it is not fully comprehensive and can be expanded

upon. For example, Nip (2006) specifies that in order for citizen-produced content to qualify as citizen journalism rather than as participatory journalism, it cannot involve professional journalists, unless said journalists are participating in a non-professional fashion (p. 218). However, if news content is produced and published by citizens without any involvement from professional journalists but is published on a platform operated by professional journalists, can it still be considered citizen journalism? Similarly, is original citizen news content such as captured video footage, photos, and comments published in—as an example—the discussion section of a news website distinct from original citizen news content published as a news story? According to Watson (2011), there are two different forms of citizen journalism: dependent and independent. He defines dependent citizen journalism as being reliant on professional journalism outlets for its publication. Conversely, he defines independent citizen journalism as being published without the assistance of professional journalism outlets, typically via citizen-owned communication systems such as private blogs or other Web 2.0 platforms. The categories of citizen-produced news content used by Nah, Yamamoto, Chung, and Zuercher (2015) can further expand on the definition of dependent citizen journalism by dividing dependent citizen journalism content into user-generated content (UGC), or comments published in the discussion sections of news stories as well as photos and videos produced by citizen journalists, and user-submitted stories (USS), or journalistic stories produced by citizen journalists.

When the above categorizations are applied to Nip's (2006) model of citizen journalism, the result is a definition of citizen journalism that is clear and easy to apply without ambiguity while simultaneously allowing for nuance in publication methods and content types, and form

the basis of the definition of citizen journalism I will be using throughout this study, specifically:

> Citizen journalism refers to any original news content produced by members of the public without any professional journalistic involvement, while citizen journalist refers to any individual producing original news content outside of a professional journalism capacity. This can include professional journalists who are producing news content as members of the public outside of professional journalistic institutions. Additionally, citizen journalism can manifest in dependent or independent forms. Dependent citizen journalism is defined as being produced by citizen journalists and published via platforms provided by professional journalists, while independent citizen journalism is defined as being produced by citizen journalists and published outside of platforms provided by professional journalists.

Journalistic identities & values in a participatory era

The traditional role of professional journalists as gatekeepers and arbiters of media is one of the core identities of professional journalism (e.g. Bruns, 2003; Goode, 2009; Lewis, Kaufhold, & Lasorsa, 2010; Nip, 2006; Shoemaker & Vos, 2009; Singer, 1997, 2006, 2008, 2010). News editors have had a long history of holding almost sole power over determining what is deemed worthy of publishing into public record, establishing themselves as *de facto*

adjudicators of what is and is not fact (White, 1950). This identity can be seen on high-profile public display, from the New York Times motto declaring that the newspaper publishes "All the news that's fit to print" to Walter Cronkite's iconic "And that's the way it is" nightly sign-off on CBS News (Levinson, 2001: 132). Equally as quintessential to professional journalism is the value of objectivity, defined by strict adherence to the ideals of impartiality, critical distance from authority, and factuality divorced of any subjective interpretation (Kaplan, 2010; Schudson, 1978). Though often considered to have originated in the United States sometime between 1896 and 1920, the value of objectivity has spread widely across the globe, becoming normative value in the professional journalistic practices of anglophone and non-anglophone cultures alike (Kaplan, 2010; see also Chadha & Steiner, 2015; Luce, Jackson, & Thorsen, 2016; Örnebring, 2013; Shoemaker & Kohen, 2006). Together, gatekeeping and objectivity make up one of the most recognizable traditional professional journalistic identities (Singer, 2008).

However, this traditional, professional journalistic identity is being challenged, transformed, undermined, and sometimes even subverted by an increasingly participatory public (e.g. Benkler, 2007; Bowman & Willis, 2003; Domingo et al., 2008; Hujanen, 2012; Singer, 1997, 2013; Singer et al., 2011). This change has been attributed to a variety of factors, including the erosion of global public trust in journalism (Splichal & Dahlgren, 2016; see also Edelman, 2018; R. Edelman, 2018), the ongoing downsizing and closures of both print and digital media outlets (Doctor, 2015; Williams, 2016), and the ability for anyone with an Internet connection to publish media, a phenomenon described by Castells (2007) as "mass self-communication" (p. 39). Public functions that once largely belonged to the professional

press, such as the moral imperatives of witnessing and documenting human conflict, suffering, and injustice (Allan, 2013; Chouliaraki, 2010), are now regularly carried out by untrained bystanders with camera phones and self-publishing platforms such as social media accounts; a non-exhaustive list of noteworthy examples includes the 9/11 terrorist attacks (Wired, 2006), the London Underground bombings (Allan, 2012), ongoing instability and government oppression in the Arab world (Korson, 2014; Palmer, 2012), and the shooting of Oscar Grant (Antony & Thomas, 2010). Meanwhile, the traditionally elite-focused nature of story sourcing in professional journalism (Gans, 2010; Matheson, 2010) is being challenged by the public-facing and plurality-oriented diversity of information sources reached by participatory media in general and citizen journalism in particular (Carpenter, 2010; Splichal & Dahlgren, 2016).

The divide between the traditionally elite-focused sourcing of professional journalists and the typically more diverse public sourcing of citizen journalism is indicative of larger discursive conflicts between the two traditions of journalism. A clear distinction of the two value sets can be seen in Hujanen's (2012) study of Australia's Special Broadcasting Service (SBS). The SBS, which serves a highly diverse audience, attempted to use the democratizing effect of citizen journalism (Goode, 2009) in order to better serve its diverse audience by incorporating citizen-produced content into its news. Hujanen (2012) found that one of the main issues confronting this type of hybrid model is the conflicting discourses of objectivity in professional journalism and participation in citizen journalism. Specifically, she found that professional journalists valued factuality, balanced reporting, impartiality, and accuracy, as well as the maintenance of institutional, ethical, and professional boundaries, which she identified as

belonging to the objective discourse of journalism. Citizen journalists valued personal independence, community engagement, collaboration, diversity, and active participation with the news, which she identified as belonging to the participatory discourse of journalism (Hujanen, 2012).

Örnebring (2013), in a study of 63 journalistic editors in six different European countries, found that traditional models of authority such as filtering/gatekeeping, editorial judgment as an extension of professional expertise, and adherence to ethical and professional codes were the distinguishing characteristics of professional journalism. In contrast, the editors identified citizen journalists as amateurs lacking institutional restraint and problematic personal autonomy (Örnebring, 2013). This perceived divergence of values is also evident in how professional journalists view citizen journalism as a concept, which can sometimes manifest as outright hostility to the idea (e.g. Dvorak, 2006). Even in situations where professional journalists incorporate content from citizen journalists into their reporting, denigration of citizen-produced content and the prioritization of professional-produced content can be prevalent (Nah & Chung, 2009; Palmer, 2012). While professional journalists recognized the value of citizen journalists in producing local content that would otherwise go unpublished, they nevertheless remained skeptical of the quality or reliability of citizen journalism (Canter, 2013, Chadha & Steiner, 2015). As citizen journalism is positioned to grow in importance to rural and suburban communities, professional journalists are often slow to view citizen journalists as full collaborative partners (Canter, 2013; Chadha & Steiner, 2015).

Disdain from professional journalists toward citizen journalists can be exacerbated by an

overall lack of awareness among professional editors of what citizen journalism is or what it represents. In a survey of over 1,000 U.S. daily newspaper editors, Chung, Nah, and Yamamoto (2017) found that, while the editors were broadly familiar with the conceptual definition of citizen journalism, individual editors lacked an understanding of it, with the majority of respondents demonstrating highly simplistic views of the phenomenon. Editors were largely ignorant of advantages typically possessed by citizen journalists, such as deeper connections and trust within their local communities and faster response times to local breaking news compared to traditional journalists. Awareness of potential disadvantages of working with citizen journalists was also lacking, such as the potential for brand damage inherent in using content from untrained contributors. This dearth of awareness is further compounded by a lack of any widespread internal agreement among citizen journalists regarding what the term means or what they hope to accomplish as citizen journalists.

An example of this can be seen in a study on the effects of citizen journalism on marginalized populations conducted by Luce, Jackson, and Thorsen (2016). In the study, citizen journalists started out believing that they were going to rise above the bias and subjectivity of mainstream media. Despite their initial beliefs, once they went through a local journalistic training program, these same citizen journalists began to instead self-identify, consciously or otherwise, as members of the "subjective" or motive-driven tradition of journalism. Luce et al. (2016) also found that while citizen journalists in the study largely reported feeling more empowered and self-representative once they embraced their roles as citizen journalists, they did not appear to give much thought to the effect of their work outside of a small handful of key

stakeholders. This finding supports existing research that suggests that citizen journalism is not overly connected to the mission of journalism in a traditional sense (Holt & Karlsson, 2014; Karlsson & Holt, 2013) and instead promotes empowerment and democratization (Goode, 2009; Meadows, 2012; Nah & Chung, 2016; Robinson & Deshano, 2011).

Models and applied theory in collaborative practice

Despite the lack of a shared formal identity among its practitioners, citizen journalism nevertheless possesses some strengths and opportunities that are difficult for professional journalism to match. Because of its adherence to the values of the discourse of participation rather than objectivity (Hujanen, 2012), citizen journalism is able to engage with audiences and communities in ways that professional journalism cannot. For example, active participation in newsworthy events by citizen journalists allows for a perspective on events that is by its very nature unattainable in the detached methods of reporting traditionally favored by professional journalists (Kaplan, 2010; Schudson, 1978; Singer, 2008). Beyond the differing perspectives made possible by participation in events, by adopting an arational, emotional, and invested approach to storytelling, citizen journalism can provide insights and information outside of what is obtainable through detached, objective reporting (Blaagaard, 2013). Operating outside of a professional framework also allows citizen journalists to operate without being hindered by the historically low levels of public trust that professional journalists are subjected to (Edelman, 2018; R. Edelman, 2018; Splichal & Dahlgren, 2016), especially among political cynics and partisans (Barthel & Mitchell, 2017; Carr et al., 2014; Guess, Nyhan, & Reifler, 2017).

Citizen journalism can also claim some significant situational operational advantages over professional journalism. The informal, unstructured nature of the phenomenon can sometimes result in much more immediate coverage of breaking news and current events, as evidenced by live or nearly-live citizen journalist coverage of crucial current events, such as political upheaval and revolution (Hamdy, 2009; Korson, 2014; Palmer, 2013). Easy access to portable media creation tools allows individuals within the proximity of important events to fulfill the journalistic function of bearing witness (Allan, 2013; Chouliaraki, 2010). The filming of the shooting of Oscar Grant by Oakland mass transit police in 2009 was a clear demonstration of this manifestation of citizen journalism; videos of the shooting were not captured by professional reporters but by bystanders with camera phones who uploaded them to YouTube. This footage, despite not coming from professional journalists or even self-identified citizen journalists, was then used by professional media outlets and eventually used as evidence in court proceedings (Antony & Thomas, 2010).

While the ability for anyone with a smartphone and an internet connection to produce and share newsworthy content can be seen as a challenge to the status of professional journalists as the default "watchdogs" of society (Matheson, 2010), an argument can be made that viewing citizen journalism as threatening professional journalism, rather complementing it through providing an alternative perspective, is misguided (Bentley, 2011). In addition to providing unique perspectives produced by distinctly different values, citizen journalism can also serve as a needed foil to professional journalism. Professional journalists tend to seek out topical authorities and institutional officials in order to establish a sense of credibility in their sourcing,

whereas citizen journalists instead tend to look for average people with knowledge of a topic (Robinson and DeShano, 2011). This focus on a plurality of viewpoints rather than merely on a few "elite" viewpoints reflects a focus on transparency, community connections, and fresh perspectives over credibility and objectivity. The variations between the two traditions can help broaden the scope of the field of journalism as a whole by driving professional journalism to remain innovative with its reporting methods in order to remain competitive (Robinson and DeShano, 2011). The mission-driven aspects of professional journalism also represent an area where the two don't meaningfully compete, with citizen journalism still regularly falling short of professional journalism in several key areas, such as in-depth scrutiny of public figures, coverage of policy issues, newsworthy content with widespread relevance, quality standards, and "hard" news gathering (Holt & Karlsson, 2014; Karlsson & Holt, 2013; Luce et al., 2016).

The distinct capabilities possessed by both professional and citizen journalism have resulted in several hybrid news production models that attempt to synergize the best elements of each while minimizing the more problematic elements, and represent a variety of working relationships between professional and citizen journalists. Some models, such as CNN's citizen journalism digital publishing platform iReport, treat citizen journalism as a resource to be tapped, with content from citizen journalists strictly segregated from professional content except when incorporated into a professional news story (Kperogi, 2010; Palmer, 2012). Others, such as online news initiative Madison Commons, treat citizen journalism as a junior collaborative partner under professional journalism, with independently-produced citizen content being published alongside professional content—but only after citizen producers for the site go through

a journalistic training program, content review by professional journalists, or both (Robinson, S., DeShano, C., Kim, N., & Friedland, L. A., 2010). Finally, though rare, some models treat citizen journalists and professional journalists as coequal collaborators. One such model is *OhmyNews*, a South Korean digital news platform that includes content from both professional and citizen journalists. Within *OhmyNews*, professional and citizen journalists fill different roles according to the strengths of their journalistic traditions, with professional journalists acting as authoritative sources and media experts while citizen journalists highlight community engagement and a plurality of viewpoints. The two types of journalism operate collaboratively, albeit competitively, and serve different needs of their audience (Nah & Chung, 2016).

Theoretical hybrid models have come into existence as well. One example is what Sienkiewicz (2014) refers to as the three-tier journalism model, which places content-producing members of the general public at one tier, professional journalists at another tier, and semi-professional citizen journalists between the two as interpreters, helping professional journalists identify citizen-produced content that is both authentic and relevant. Referencing the often unique abilities of citizen journalists to analyze and assess activities relevant to their communities, he argues that citizen journalists as interpreters of local data are essential parts of any complex news event, despite varying in levels of professionalism and often operating in an unpaid, unrecognized, and underestimated capacity. As the interpreter tier continues to grow in importance as global stories continue to develop at an increasingly rapid pace through the proliferation of digital storytelling tools, professional journalists may want to cultivate relationships with citizen journalists that operate in this capacity, and academics may want to

take note (Sienkiewicz, 2014) .

The nascent concept of engaged journalism also attempts to offer a hybridized model that blends professional, participatory, and sometimes citizen journalism together using a reciprocal journalistic framework (Lewis, Holton, and Coddington, 2013). While no universally agreed-upon definition for the concept exists (Lawrence, Radcliffe, & Schmidt, 2017; Nelson, 2018), engaged journalism can generally be defined as "the degree to which a news organization actively considers and interacts with its audience in furtherance of its journalistic and financial mission" (Batsell, 2015, p. 7). This provides a mutually-beneficial relationship built around increasing trust, accountability, and responsiveness (Brandel, 2016; DeVigal, 2015, 2017; Journalism That Matters, 2017a; Mayer, 2011).

Research Questions

Based on the academic research and professional practices described above, some key elements emerge. First, though lacking either a scholarly or professional consensus on its definition, the phenomenon of citizen journalism can nevertheless be safely said to exist as a distinct entity from other journalistic practices that involve public participation in the journalistic process, such as public or interactive journalism. Second, citizen journalism possesses its own discrete discursive value system and accompanying strengths and weaknesses, many of which pose a challenge to the established identities, values, and norms of professional journalism, which are themselves in a state of evolution and flux due to a rapidly shifting media landscape. Third, attempts to bridge the two journalistic traditions have been made in the past to varying

degrees of success, and these attempts have revealed the opportunities and threats inherent to collaborative efforts.

However, the above elements are not comprehensive. While previous research has examined how professional and citizen journalists perceive and differentiate themselves from one another, the question of what discursive opportunities and threats each tradition sees in collaborating with one another has not been fully investigated. Furthermore, while the conflicts between the discursive values of professional and citizen journalists have been well documented, theoretical and practical areas of potential overlap, compatibility, or complementation in between the value sets have not been thoroughly explored. As such, this study seeks to partially resolve these knowledge gaps by asking the following interrelated research questions:

RQ1: From the perspective of professional media industry leadership, what opportunities and threats are presented to the existing discursive values of professional journalism when collaborating with citizen journalists?

RQ2: Current research indicates that professional and citizen journalists hold several conflicting discursive values; are there also areas where their values might overlap or otherwise be compatible?

- RQ2a: How might these values complement one another in theory?
- RQ2b: How might these values complement one another in practice?

Methods: A Concurrent Nested Design approach

A mixed-method qualitative-dominant concurrent nested design as informed by Creswell, Plano Clark, Gutmann, and Hanson (2003), visualized by Steckler, McLeroy, Goodman, Bird, and McCormick (1992) and adapted in Figure 1.1 was used to answer the research questions listed above. The dominant qualitative method was used in answering both RQ1 and RQ2a and RQ2b. The nested quantitative method was used in answering RQ2a and RQ2b.

Design Justification

The mixed method approach to research has been described as a methodology with philosophical underpinnings possessing a set of specific designs that inform the gathering, analysis, and mixing of quantitative and qualitative data types and provides a better understanding of the research problem than any one method could alone (Creswell & Plano Clark, 2007; Creswell et al., 2003). While the use of CDA in assessing discursive values and identities in professional and citizen journalism lends itself to a primarily qualitative approach to research, the qualitative data gathered is not on its own sufficient to fully answer RQ2. In order to assess the feasibility of practical applications of hybrid discursive models, quantitative data must be gathered from the public. No definitive public measure that demonstrates that news audiences wants more control of and say in the way that journalism gets produced currently exists (Nelson 2018); without assessing public interest in participatory news gathering models, as well as public news media trust levels and usage trends that might have significant impact on any practical applications of theory, the question posed by RQ2b of how differing discursive

journalistic values might complement each other in practice cannot be answered with any degree of accuracy.

Qualitative: Interviews with newsroom representatives

Semi-structured qualitative interviews with authoritative representatives of newsrooms were conducted to assess existing professional editorial relationships with citizen journalists. Additionally, this phase was used to assess existing editorial views on how professional and citizen journalists interact with the journalistic discourses of objectivity and participation as interpreted by Hujanen (2012) in order to identify discursive tension points, discursive convergence points, and complementary discursive values. Data gathered from this phase was then compared against quantitative data gathered from the public media usage and trust survey and used to propose both theoretical and practical methods of collaboration between professional and citizen journalists.

Interviews were conducted with authoritative representatives of several professional[1] newsrooms (n = 11) with an independent text-based reporting component[2] during this research phase. These interviews were conducted between February 5, 2018 and April 27, 2018. Four of these newsrooms were located in Oregon, four were located in California,[3] and the remaining

[1] An independently operated non-profit collegiate news conglomerate, the Emerald Media Group (EMG), was also interviewed. Though collegiate newsrooms would typically be excluded based on the criteria of professionalism, an exception was made due to the independence of the organization as well as it offering paid staff positions and contributing to the professional field of journalism. See Ingram (2012) and Reimold (2012) for more on the latter.
[2] Independent text-based content includes written stories produced and published either digitally or in print in a standalone form apart from other forms of content, such as a video or radio broadcast, and serves as a baseline level of consistency in data collected throughout the data collection process. Beyond this requirement, sample selection criteria were intentionally kept open-ended in order to allow for a diverse sampling of professional newsrooms.
[3] Reveal, the online news service Center for Investigative Reporting, operates out of California. However, the

three were located in Washington; together, they represented newspaper, magazine, radio broadcast, television broadcast, and online news media, as well as commercial and nonprofit media, as demonstrated in Table 1.1. These were drawn from a pool of 30 professional newsrooms that were contacted and asked to participate, of which only 13 responded to the request and indicated interest. Of those, 11 scheduled and successfully completed interviews. The first 13 candidate newsrooms contacted for an interview were selected based on geographic proximity to the researcher, i.e. selected from prominent news media outlets in the Portland, Oregon metropolitan area. Subsequent candidate newsrooms were selected through snowball sampling from completed interviews as well as from the professional networks formed in the wake of the Experience and Elevate Engagement journalism conferences (Journalism That Matters, 2015; Journalism That Matters, 2017b).

Valid interview subjects were selected prior to the formal qualitative interview process through a preliminary information gathering interview with respective media outlets. These preliminary interviews were conducted with likely individuals identified through snowball sampling, individuals identified as ranking editorial members of the newsroom through organizational mastheads or similar contact listings. Interviews were conducted via email, phone call, or the Slack messaging service (Slack, n.d.), during which individual(s) within the newsroom matching the selection criteria were identified, along with methods of contacting them. Once contact with the interview subject was made, interviews were conducted using a pre-established and standardized survey guide (see Appendix A). Individuals with top editorial

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newsroom representative I spoke to was based in Washington, D.C.

or managerial roles responsible for interacting with citizen journalists were preferred interview subjects; however, in newsrooms where responsibility for interacting with citizen journalists had been delegated to a lower-ranking individual, that individual was interviewed instead. One of the participating newsrooms had two editors responsible for interactions with citizen journalists; in that case, both editors were interviewed concurrently and treated as a single interview subject.

Interviews were conducted via phone, and in addition to physical note-taking, 10 of the 11 conducted interviews were recorded using a phone-based call recording program before being converted into full-length transcripts using the Rev.com transcription service (Rev.com, n.d.).[4] Interviews ranged between 15 and 33 minutes in length, with a median length of 24 minutes. Because not all interviewees provided their consent to be publicly quoted, each was instead randomly assigned an anonymous identifier ranging from S1 through S11; gender and professional role were retained in order to provide additional context. After recording and transcription, each full interview transcript was manually checked for transcription errors against the original audio recordings, corrected and edited as necessary, and downloaded as individual .pdf documents. From there, the .pdf transcript documents were given preliminary readthroughs, followed by a second more in-depth readthrough where respondent data was pulled from the transcripts and entered into a Google Docs spreadsheet, where they were grouped according to the interview guide question that prompted them and listed side-by-side with data from other interviews in order to facilitate direct analytical comparison. I then read through these data sets

[4] The recording file of the interview with the News Tribune in Tacoma, Washington was irrecoverably corrupted during the transcription process, leaving only the interviewer audio track intact. Though included in the study, data from this interview is based on hard-copy notes and the interviewer audio track rather than full transcripts.

repeatedly in order to identify common themes and patterns, which I subsequently classified via color-coding based on repeating trends that had regularly arisen organically during the interviews. Finally, these data sets were prioritized based on applicability to the research questions presented in this study.

Quantitative: Online public media usage and trust survey

A web-based quantitative survey using the Qualtrics platform captured five broad categories of response data from adult survey respondents. The categories were: (1) levels of public trust in news media, (2) public news media usage habits, (3) public satisfaction with the news media available to them, and (4) public interest in participating in the production of news media, and (5) general demographic information, including political ideology. This data supported findings from the qualitative interviews, and acted as the nested research method within the qualitative-dominant concurrent nested design approach used in this study. Relevant newsroom perspectives were compared against public opinion, e.g. comparing newsroom perceptions of their roles as objective gatekeepers against public perception of newsrooms in those roles.

The survey was administered to a representative sample of Oregon, Washington, and California adults aged 18 and over.[5] Data collection began on April 2, 2018, and concluded on May 3, 2018. Primary responses were collected through Amazon.com's Mechanical Turk service, which compensates subjects who opt in on taking hosted surveys with various forms of

[5] The selection of these three states for sampling was determined by the state locations of the newsrooms that participated in qualitative interviews. This was done to provide local contextual background for qualitative data sets.

monetary compensation, such as small cash payments, discounts on digital products, and gift cards.[6] Mechanical Turk maintains a pool of potential survey respondents who self-select into the service and employs quota sampling using geographic and demographic parameters to create a representative sample of the U.S. adult population (Carr, Barnidge, Lee, & Tsang, 2014). While classified as a convenience sample due to subjects self-selecting into survey categories, previous research has shown that samples acquired from Mechanical Turk tend to be of high quality, matching or surpassing the quality of student samples and professional panel samples, two other common convenience sample sources (Kees, Berry, Burton, & Sheehan, 2017; Sheehan & Pittman, 2016). Additionally, while Mechanical Turk samples are prone to bias in narrow populations, this bias is significantly reduced in broader populations, where results are typically similar to national probability samples (Berinsky, Huber, & Lenz, 2012). Additional responses were collected through snowball sampling via anonymous links shared through social media and direct link sharing among professional and personal networks.[7] These secondary respondents were encouraged to only participate in the survey if they were able and willing to share the survey with others in order to increase diversity in the respondent pool.

The data contained a combined total of 362 completed responses,[8] consisting of completed primary responses (n = 216) and completed secondary responses (n = 146). Of those completed responses, 335 were verified as completed by residents of Oregon, Washington, or California.[9] 50.84% of respondents who opted to provide their gender identification (n = 358)

[6] Mechanical Turk respondents were paid $0.65 if they completed the survey.
[7] Secondary respondents received no compensation for completing the survey.
[8] Responses were considered complete if the respondent answered all mandatory questions.
[9] The remaining responses (n = 27) were collected due to the usage of a direct anonymous link to the survey in

identified as female, 81.06% of respondents who opted to provide their ethnicity (n = 359) identified as Caucasian, and 69.36% of respondents who opted to provide information on their educational status (n = 358) were college-educated.[10] Respondents who opted to provide their political ideology (n = 350) leaned liberal; on a sliding scale from -5 through 5, where -5 through -1 represented liberal ideology and 1 through 5 represented conservative ideology with 0 representing centrism, the mean response was -2.05. The modal age range of respondents who opted to provide their age range (n = 359) was 25-34 years old, while the modal annual household income range of respondents who opted to provide that information (n = 351) was $40,000–$49,999.

The survey instrument was organized into seven sections. The first and last sections were informational, explaining the purpose of the survey, background information on the survey, estimated completion time, confidentiality information, and contact information for the research team. The remaining five sections were grouped according to survey flow and question type, and consisted of a mixture of closed-ended 7-point Likert scale, single-selection multiple choice, multi-selection multiple choice, forced preference rank order, dichotomous, and 11-point sliding scale questions. Questions regarding demographic information were optional; all others were mandatory and validated.

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snowball sampling.

[10] Defined as respondents who indicated that they had completed at least an associate-level or equivalent two year program.

Results

RQ1: From the perspective of professional media industry leadership, what opportunities and threats are presented to the existing discursive values of professional journalism when collaborating with citizen journalists?

As identified by newsroom participants in this study, the opportunities and threats to the existing discursive values of professional journalism inherent to collaboration with citizen journalism are largely synonymous. Citizen journalism and citizen journalists were characterized as non-journalists producing journalistic content while lacking adherence to objectivity-aligned discursive values identified as essential to professional journalism, such as accuracy, impartiality, objectivity, public service, accountability, fairness, credibility, and ethics. With the advent of self-publishing platforms, particularly social media tools such as Twitter, citizen journalists were also characterized as being able to produce and publish journalistic content independently and without input from professional journalists. This circumvention of the traditional gatekeeping role of professional journalists potentially threatens the primacy of objectivity in journalistic discourse.

Simultaneously, the circumvention of traditional gatekeeping and a lack of adherence to objectivity-aligned discursive values provides journalistic opportunities that interviewees did not feel that they had access to on their own. Citizen journalists were characterized as being able to gather a diversity of perspectives and insights on issues through nonconventional sourcing

practices and subjective interest in or expertise on an issue that would be impossible for a professional journalist adhering to objectivity-aligned discursive values to obtain. Additionally, the ability to operate outside of a professional framework and without professional preconditions was highlighted by interviewees as a significant strength of citizen journalism, allowing a degree of immediacy and access not replicable by professional journalism, particularly during breaking news or private events. Despite the potential threat to professional journalistic values posed by these characteristics of citizen journalism, newsroom representatives also recognized their potential for improving journalistic practices through collaboration.

RQ2: Current research indicates that professional and citizen journalists hold several conflicting discursive values; are there also areas where their values might overlap or otherwise be compatible? (RQ2a) How might these values complement one another in theory? (RQ2b) How might these values complement one another in practice?

The qualitative data gathered for this study does not indicate any significant areas of overlap in the discursive values of professional and citizen journalism. While a minority of newsroom representatives identified some potential areas of overlap, including public service, holding public officials accountable, and bearing witness to important events (S2, S8, S9, S10), the majority did not. Even among the minority of interviewees who did see areas of overlap, the overlap was largely described as conditional, with S8 identifying the values of citizen and professional journalism as functionally identical as the only exception.

In contrast, the qualitative data show that there are several areas of theoretical compatibility and complementation between the discursive values of professional and citizen journalists. Though not explicitly identified by a majority of the newsroom representatives who participated in the study, participation-aligned discursive values such as personal independence, community engagement, collaboration, diversity, and active participation with the news were evident in their descriptions of the comparative strengths and opportunities presented by citizen journalism. While not present in the discourse of objectivity, these values can nevertheless complement objectivity-aligned values such as accuracy, impartiality, objectivity, public service, accountability, fairness, credibility, and ethics synergistically (see Table 1.2).

Similarly, the qualitative and quantitative data show that there are several areas of practical compatibility and complementation between the discursive values of professional and citizen journalists. Every interviewee identified multiple practical ways that collaboration between professional and citizen journalism could benefit both parties through overcoming individual weaknesses and synergizing individual strengths (see Figure 1.2), and survey data showed public interest in content produced through collaboration between professional and citizen journalists as well as public interest in participating to the news gathering and production process as citizen journalists. Additionally, survey data showed that public trust in professional news media varied between marginal trust and significant distrust, indicating that professional journalism alone is not sufficient for all segments and demonstrating an area where citizen journalism could be complementary. As a specific example, collaboration between professional and citizen journalism may be used to circumvent the partisan distrust of professional journalism

identified both in previous research (see Barthel & Mitchell, 2017; Carr et al., 2014; Guess, Nyhan, & Reifler, 2017) and the quantitative data by providing partisan members of the public with a non-professional news option.

Qualitative: Interviews with newsroom representatives

Newsroom representatives who participated in qualitative interviews for this study typically had functional working definitions of citizen journalism matching the definitions of the phenomenon found in existing literature and in this study. However, the definitions and interpretations of citizen journalism offered by interviewed newsroom representatives were also generally simplistic and lacking nuance or contextual depth, echoing earlier findings by Chung et al. (2017). Discursive journalistic values described by the interviewees largely aligned with the objectivity and participation discourses described by Hujanen (2012), with the discursive values of citizen journalism defined almost exclusively by their divergence from the discourse of objectivity rather than as a discrete value system (RQ2a). Interviewees also described the potential weaknesses and threats posed by citizen journalism as the same characteristics that represented the potential strengths of the phenomenon, with breaks from the objective discourse both a cause for concern or caution and an opportunity to explore new methods of journalistic storytelling (RQ1).

Operationally, the majority of newsrooms represented in this study did not have any ongoing collaborative relationships with citizen journalists. Similarly, the majority of newsrooms represented did not have regular interaction with citizen journalists. The majority of newsrooms

also lacked any official policies on how to interact with citizen journalists or how to use content produced by citizen journalists (RQ2b).

Editorial perspectives

Eight out of 11 newsroom representatives interviewed provided definitions of citizen journalism that were compatible with the operational definition used in this study. The remaining three newsroom representatives provided definitions of citizen journalism that more accurately matched the definition of participatory journalism as used in this study. Of the majority definitions, half aligned with independent citizen journalism, while the remaining half aligned with dependent citizen journalism (Watson, 2011).

Key features of citizen journalism identified within the independent-aligned definitions included independence from any form of professional news outlet, spontaneous witnessing and documenting of newsworthy events, and self-publication. Key features identified within the dependent-aligned definitions included unpaid original content contributions to professional journalistic platforms, paid or unpaid semi-professional reporting conducted outside of but on on behalf of professional journalistic outlets, and original content produced through using the institutional access provided by professional journalistic outlets. Additionally, both independent-aligned and dependent-aligned definitions included diverse viewpoints, curiosity, personal interest in a reporting topic, a lack of formal training, and a lack of self-identification as a professional journalist as key features of citizen journalism. The following quotes from both dependent-aligned and independent-aligned definitions demonstrate some of these key features:

I think that a citizen journalist has a natural curiosity, asks hard questions, is willing to look beyond the surface but makes some effort, although they may not fully understand the responsibilities and the obligations to be fair, balanced, to provide a complete perspective rather than one particular viewpoint. There's an effort to do good, critical research and add voices to what they're doing … (S11, female newspaper editor)

The first thing that comes to mind a lot is video live-tweeting. Just coming from the phone from people that are on the ground where something is actually happening that people are interested in and they're just kind of getting information out. You see a lot of citizen journalism coming from big protests, or another big area of citizen journalism I think you see is people filming the police and videos coming out of police activity where other people or professional journalists aren't there, and that becoming the news. (S9, male newspaper editor)

I think the idea is this is an unpaid member of community. That could be a geographic community, it could be a community of businesses. It could be a community around this particular issue, the environment, agriculture, so it's a member of a community who can adopt the basic tenets of journalism and provide journalistic content to some sort of an outlet that can use it as news. (S8, male

newspaper editor)

When asked about the relative strengths of citizen journalism and professional journalism, interviewees were more uniform in their responses. In regards to the advantages held by citizen journalism, the most recurring theme was the advantages offered by lived experience, or the awareness, investment, and expertise a citizen journalist can demonstrate toward an issue by virtue of being personally invested and involved in it. As S2, a female senior producer at a radio station, described it:

> They have the advantage of whatever else they have going on in their life and whatever other communities they're actively a part of … All of us have our own histories and those are also very valuable—our histories and living experiences. In the case of someone who is a citizen journalist, they're still living that experience in a way that somebody who has chosen to be a journalist can't.

Other common themes included access to sources professional journalists might not have access to, different perspectives on newsworthy events, unique non-journalistic professional expertise, and the advantage of numbers due to a lack of professional preconditions for citizen journalism. In regards to the advantages of professional journalism over citizen journalism, themes largely aligned with values associated with professionalism, institutionalism, and the journalistic discourse of objectivity, including editorial oversight, formal training, well-established ethical

frameworks, institutional resources, and professional standards of accuracy and objectivity.

Interviewee responses were also mostly uniform regarding what the most important values of professional journalism are, if and how they differ from the values of citizen journalism, and how the two value sets might complement one another. All but one respondent agreed that the values of professional and citizen journalism are different, and respondents unanimously agreed that the two value sets could complement one another in some fashion. Important professional values listed largely coincided with the advantages of professional journalism described above, and included accuracy, impartiality, objectivity, public service, accountability, fairness, credibility, ethics, and dedication to the preservation of the Fourth Estate as an important societal concept. When it came to describing important citizen values, rather than list discrete values important to citizen journalism, the majority of respondents instead primarily defined important citizen journalism values as a lack of important values within professional journalism. Only S10, a female engagement strategist at a radio station, focused on the values of citizen journalism as discrete entities:

> I think their values include self representation, self determination, inclusion, equity—which parallels fairness, but is different, I believe. ... And also I think community development is another big value, and community uplift, community cohesion, and community dialogue or public dialogue.

The majority of interviewees continued on to describe ways that professional and citizen

journalism could complement each other in practical rather than discursive terms accordingly. Common themes included access-sharing, reporting on a topic from a variety of perspectives, access to diverse areas of expertise and experience, challenging one another to improve, and sharing contextual insights so professional and citizen journalists can better understand one another, as seen in the quotes below:

> I do think they can be complementary in that citizen journalists may have different motivations driving their reporting. They may have advocacy reporting. They may have financial motives. They may have watchdog motive and may drive it, and they may have other nuances or aspects of the story that professional journalism may not capture, and that may help us tell a more complete story when you know more, even if it is a particular viewpoint by citizen journalists that sort of takes a stance or is sort of advocacy or something that reflects their own personal viewpoint. ... That may not be the whole story but that may give us more information about the story and help us make our reporting more complete, to know more. So it can be helpful, that kind of values that a citizen journalist brings and their own sense of reporting. (S4, male digital strategy director at a television station)

> I think that there's probably room for all kinds of relationships and collaborations and I certainly see the value in various guidances in journalism that I'm familiar

> with. Fact gathering, sort of on-the-ground, observational reporting, providing perspective that may not be reflected by the social or educational composition of a given professional newsroom. … [Conversely] I think that some of the skills that are associated with professional journalistic training can serve a citizen journalist well. [There are] journalists who are well trained in primary document research—that kind of knowledge is not necessarily widespread. Editorial process and quality control, … oversight, collaboration, and guidance are integral to how we do things, and I can imagine that could be of value to someone who hasn't necessarily been exposed to that way of working. (S1, male magazine editor)

> It can be complementary in professional journalists being able to use the access that a citizen journalist has, the content that they were able to produce, then go ask some more questions about it and place that content into the context that it might be missing by itself … Professional journalists can work with citizen journalists who got this important information and help contextualize it. (S9, male newspaper editor)

Newsroom operational structures

Seven out of 11 newsroom representatives interviewed indicated that they either didn't interact with citizen journalists at all within their official newsroom capacities, or did so in a capacity more akin to the definition of participatory journalism utilized in this study, such as by

curating submitted UGC and USS for the purposes of being incorporated into professional news content. The remaining four indicated that they either interacted directly or indirectly with citizen journalism, such as by cross-promoting or republishing content produced by independent citizen journalists, collaborating with independent citizen journalists directly, publishing UGC and USS submitted by dependent citizen journalists, or by providing editing support and platforms for dependent citizen journalists to publish or otherwise share their original content. When asked whether their newsroom had established formal policies for dealing with citizen journalists or using content produced by citizen journalists, responses became marginally more uniform, with eight out of 11 newsroom representatives responding that their newsroom either had no applicable policies in place or applied the same policies used with freelancers and other professional contributors to citizen journalists and content produced by citizen journalists without modification. The remaining three responded that they either had formal policies in place especially for citizen journalists or had formal policies in place for participatory journalism that could be easily applied to citizen journalism as well with minimal adaptation, if any. An example of both a policy governing interaction with citizen journalists and a policy governing the usage of content produced by citizen journalists can be found below:

> We're a union organization, so there are limitations on what we can ask folks to do. We can't replace an on staff journalist with a community participant. ... At the same time, when it comes to the work that I am doing, is how do we elevate and amplify the voices of community members? The only real guidelines is that it

> needs to be relational, not transactional.[11] It needs to be productive and collaborative. (S6, female community engagement director at a radio station)

> In terms of the rights that we require, that we're able to sort of reuse them in all of our platforms, we're able to share them throughout our entire company, we're able to attest that this is the original work of that person and they know the source material of it, they have all permission and rights they need to share it with us. That was kind of the main stipulations. ... Generally in most cases, absent any sort of one-off agreement or any sort of prior negotiation, if someone gives us something and we agree to do it, we ask in return that they grant us the rights to use it however we see fit. We don't become the permanent owner of this. It's still their copyright, their material, but we ask for the permission to basically republish it in any way. (S4, male digital strategy director at a television station)

Finally, the majority of newsrooms that participated in this study do not have any current ongoing collaborative relationships with citizen journalists, with seven interviewees reporting that they either lacked any sort of persistent relationships with any or that their existing relationships were more closely related to participatory journalism rather than citizen journalism. The remaining four, meanwhile, reported that they had ongoing collaborative relationships with either independent or dependent citizen journalists. All four expressed satisfaction with the

[11] These are engaged journalism industry terms. See DeVigal's (2015, 2017) articles on transactional vs. relational engagement for more information.

efficacy of their ongoing relationships, though not all of them were willing to engage with citizen journalists on all topics:

> We have people who write for us who are not journalists. They submit columns, usually more advice columns like personal finance. They often have some sort of business or financial interest in getting their name out, though they may own a garden stand and want to write a story about gardening. We'll say, "This is Jane Doe, she works at Jane Doe's Nursery in Clackamas County," and then that's her motivation for doing it. … I think we would probably be leery of using a citizen journalist to cover a local police force, or local courts, but again, if there's a community journalist that is really passionate about the downtown business association and the downtown business corps, and they want to write short profiles of the seven main street businesses, that's the kind of thing that I think our company and others are going to be increasingly open to, to saying, "Okay, we no longer have a business reporter dedicated to the small communities. Maybe someone from the community who has a passion for business and can turn out really good profiles if we give them some guidance." (S8, male newspaper editor)

Quantitative: Online public media usage and trust survey

Respondents to the quantitative media usage and trust survey marginally trusted news media as a whole. However, within some demographic segments—such as respondents who

identified as ideologically conservative—this trend did not hold, with moderate to significant differences in levels of trust in news media identified between segments. A more significant majority of respondents indicated that the news media they used did a good job of covering issues that were important to them as a whole, though once again moderate to significant differences in this sentiment existed between demographic segments. Together, these findings indicate that traditional approaches to journalistic storytelling alone are not sufficient for all segments (RQ2a).

In terms of news media satisfaction, a plurality of respondents were satisfied with the news sources available to them. Despite this, a plurality of respondents also indicated that they felt that their local news sources could be improved if they sought coverage input from the communities they served. A majority of respondents expressed willingness to inform, contribute to, or participate in the news gathering and production process, although this willingness to interact with professional news media did not directly translate to an increased interest in subscribing to or otherwise supporting online news media with interactive or participatory content (RQ2b).

Public trust in news media

Overall, a small majority of survey respondents[12] indicated that they trust the news, with 52.49% of respondents agreeing[13] with the statement (ST1) "I trust the news to generally be

[12] Throughout this section, survey respondents refer only to individuals who completed all mandatory portions of the survey instrument. Incomplete responses are not included in this analysis

[13] Respondents were given seven Likert-type response options ranging from "Strongly disagree" to "Strongly agree," with "Neither agree nor disagree" as a center point. Respondents were considered to have agreed or disagreed if they

accurate and fair in its coverage of issues that are important to me." When asked a similar follow-up question, 75.69% of survey respondents overall indicated their agreement with the statement (ST2) "the news sources I use most often do a good job covering issues that are important to me." However, within specific demographic segments, there was considerable response variability to both questions, with differences in political ideology, college education, ethnicity, and age correlated with moderately to significantly different response patterns (see Figure 1.3).

Additionally, respondents were asked to rate how trustworthy they found local, regional, national, and international news services through a forced preference rank order question. Local news was the news category most frequently rated as most trustworthy with 40.01% of respondents selecting it as their first choice, followed by international news at 33.15%. National and regional news followed distantly at 13.81% and 9.12% respectively. Interestingly, despite being the least common first choice among respondents, regional news was the most common second choice among respondents at 40.33%, followed by national news at 22.38%.

Public news media satisfaction and participatory interest

In general, survey respondents were at least mildly satisfied with the news media available to them. When asked if they agreed or disagreed with the statement "the news sources I have access to don't cover issues in my local community that are important to me," a 43.65% plurality of respondents disagreed. A similar 43.09% plurality of respondents disagreed with the

provided an answer to the left or right side of the center point, respectively.

follow-up statement “members of my local community (e.g. friends, local family members, neighbors, coworkers, etc.) are often better-informed on issues in my community that are important to me than my local news sources are.” When asked if they agreed or disagreed with the statement “there are local news sources in my area that are a good fit for me and people like me (e.g. journalistic outlets that are targeted at people of my age, sex, ethnicity/cultural background, religious views, political views, geographic location, etc.),” a 46.69% plurality of respondents agreed, while a 39.23% plurality of respondents disagreed with the follow-up statement “there are not enough local news sources for people like me.” Finally, while somewhat satisfied overall, a 46.96% plurality of respondents agreed with the statement “I would like for there to be more local news sources for people like me.”

Despite not reporting any particular dissatisfaction with the news media available to them, survey respondents were nevertheless largely in favor of participating in the gathering or production of news content. 62.98% of respondents indicated that they believed that their local news sources could improve both their coverage and their quality of reporting by asking community members to help them identify important local issues. Related, 58.01% of respondents indicated that they would be willing to help their local news sources identify important local issues if they were asked, and 61.33% indicated that they would be willing to provide information on local issues that they knew about. Beyond merely informing local news sources about important local issues, the majority of respondents expressed their willingness to report on important issues, especially if compensated for their time; while only a minority 37.02% of respondents indicated that they would report on issues without compensation, that

percentage grew to 59.94% of respondents if they were compensated. Additionally, when asked to indicate their interest a local news source that "combines professional journalism with community-produced and/or community-directed content," 80.11% of respondents indicated that they would be interested,[14] while 71.27% of respondents expressed interest in a "neighborhood news hub (website, smartphone app, etc.) hosted and maintained by professional journalists but produced by members of [their] neighborhood."

However, this interest in participation with news media did not necessarily extend to subscriptions or participatory content. A slim 50.83% majority of respondents said that they wouldn't be any more likely to subscribe to an online news service if they had some ability to direct its news coverage. When asked if their interest level in an online news service would change if it "included interactive content (e.g. infographics, live updates, real-time conversations with journalists, responsive embedded video, etc.)" in its reporting, a small 45.58% plurality of respondents indicated that their interest wouldn't change one way or another (see Figure 1.4).

Discussion

Based on the findings of both this study and previous research, it is clear that professional and citizen journalism both stand to benefit from collaborating with one another. While professional and citizen journalists may hold differing and sometimes even directly conflicting discursive values, it does not appear as though these differing values make the two journalistic

[14] On a four-point interest scale with Very Interested, Somewhat Interested, Not Very Interested, and Not Interested as response options, respondents were considered interested if they selected either Very Interested or Somewhat Interested.

traditions functionally incompatible, as media scholars such as Soffer (2009) have previously suggested. Certainly, that is not a view held by any of the newsroom representatives interviewed for this study, all of whom identified multiple ways they could see professional and citizen journalists helping one another.

Nor is it a view held by the members of the general public surveyed for this study, a majority of whom expressed the belief that professional journalism could benefit from citizen input, including their own, as well as expressing support for hybrid professional citizen-journalism news models. Furthermore, with the trend of professional journalism outlets downsizing or closing continuing (Doctor, 2015; Williams, 2016), public trust for professional journalism remaining marginally positive at best, and the proliferation of Internet-based self-publication tools shows no signs of slowing down, collaboration might become a necessity. As one of the newsroom representatives put it, “If we're going to actually make good on our values and our mission ... I think our future is looking at the intersection and finding ways to make that intersection work better” (S10).

What the data is less clear on is how professional and citizen journalism might collaborate with one another effectively—making that intersection work better—without compromising their respective strengths. Part of this stems from a lack of a universal or deep understanding on behalf of participating newsrooms on what the phenomenon of citizen journalism is and represents, a finding that aligns with previous research (Chung et al., 2017). Related, majority of newsrooms represented in this study lacked a formal or consistent working model for collaborating with citizen journalists, and of the minority who did have working

models, none of them were comprehensive. In all cases, newsrooms that interacted with citizen journalists or citizen-produced content maintained objectivity as the dominant discourse.[15] Given that many of the advantages professional journalism can offer in a collaborative partnership with citizen journalism hinge on their institutional and professional status (see Figure 1.2), this is understandable. After all, if objectivity-aligned discursive values are undermined by the introduction of participation-aligned values, rather than being challenged or complemented by them, then the advantages that professional journalism can offer in a collaborative venture are nullified.

However, the inverse is also true. The advantages of citizen journalism are dependent on the fulfillment of participation-aligned discursive values, and collaborative models that too heavily exert the dominant status of objectivity-aligned values risk diminishing or neutralizing many of the advantages of citizen journalism through *de facto* hegemonic cooption (Kperogi, 2011; Palmer, 2012), or even stripping the journalistic value from citizen-produced content outright (Jönsson & Örnebring, 2011). Without further consideration given to the theoretical as well as practical aspects of collaboration with citizen journalists on the part of newsrooms and media scholars both, collaborative efforts risk compromising the benefits they have the potential to offer.

Despite the precarious-seeming balancing act that must be performed when combining the traditions of professional and citizen journalism, some stable hybrid models do exist, and can

[15] This mirrors Hujanen's (2012) case study of Australia's SBS, where even the programs that most actively and openly collaborated with citizen contributors maintained objectivity as the dominant discourse in order to protect the reputation of the professional outlet as a trustworthy source.

offer guidance and inspiration for newsrooms and researchers alike. In particular, given the complementary possibilities of professional and citizen journalism identified by newsroom representatives and the public conceptual support for similar models indicated in survey data, the hybrid model utilized by *OhmyNews* is worth re-examining. Rather than establishing the primacy of one tradition of journalism and treating the other tradition as supplementary, as CNN did with its hybrid news service *iReport* (Kperogi, 2011), *OhmyNews* instead utilizes professional and citizen journalists in different capacities according to their respective strengths and advantages while still supporting one another through consensus-building and shared objectives; in doing so, it sets the traditions up as complementary, collaborative, and even competitive with one another, but not substitutive (Nah & Chung, 2016). *OhmyNews* still maintains the discursive dominance of objectivity through gatekeeping by way of having professional editors fact-check all content prior to publication, a process that has caused the platform to overextend itself on occasion (Oliver, 2010), but otherwise largely avoids interfering with functions associated with the discourse of participation. While the model used by *OhmyNews* will not be directly applicable to every type of news outlet—as an online-only Korean language hybrid model purpose-built from the ground up to in reaction conditions within the South Korean media landscape (Nah & Chung, 2016), the *OhmyNews* model is fairly specific—the theoretical and practical underpinnings of the model could potentially be relevant and useful to both established and startup news media outlets alike. In particular, the praxis of empowering professional and citizen journalists to operate according to their relative discursively-derived strengths as part of an interdependent rather than dependent relationship warrants closer examination and further research.

Limitations and future research

While I believe the combination of qualitative and quantitative data in this study provides unique and actionable insights into the potential outcomes of collaboration between professional and citizen journalists, it nevertheless has several limitations that must be considered. Due to external limitations on the availability of funding, time, and other resources required for this study, the resulting data could be improved and expanded upon in a number of ways. The usage of snowball sampling for both the majority of the qualitative interview subjects and the supplemental portion of the quantitative survey respondents, though potentially useful in gathering relevant perspectives that might not otherwise be included in probability sampling, precludes this portion of the data from being representative of either population. Additionally, though survey data gathered from Amazon's Mechanical Turk service has been found to be of relatively high quality and fairly representative of larger populations (Berinsky et al., 2012; Kees et al., 2017; Sheehan & Pittman, 2016), it remains a convenience sample. Utilizing randomized probability sampling for both qualitative interview subject selection and qualitative survey respondents might reveal additional insights. Also, though of reasonably high quality, sample sizes for both the qualitative and quantitative portions of this study were limited; similar research in the future may benefit from increased sample sizes.

Regarding areas for future research, there are several possibilities for expanding on the findings of this study. For example, given that this study focused on Oregon, Washington, and California, it would be interesting to see if its findings could be replicated in other states or even

other countries. Related, while the qualitative sample of this study included a diversity of news media formats, certain formats—such as public radio and newspaper—significantly outnumbered other media formats. Future studies could focus on examining formats less represented in this study, such as magazines and television stations, as well as examining additional formats such as cable television and hyperlocal news. Additionally, while this study did not find significant differences in responses between commercial and nonprofit news media, this distinction was not a significant consideration in sample selection, and future studies more specifically tailored to examining differences between how commercial and nonprofit media interact with and perceive citizen journalism could provide greater context.

This study also only approached the topic of complementation between professional and citizen journalism from the perspective of professional journalists; follow-up qualitative research should include citizen journalists as well. Additionally, interview data gathered from this study could be used to improve future interview guides by refining question flow and precision through the analyses of answering trends. Specifically, having interviewees begin the interview by defining what citizen or professional journalism is before moving into the rest of the interview may help frame their other responses. Finally, though the format of this study offers a unique perspective into how professional and citizen journalism can collaborate effectively, it is far from comprehensive; additional studies utilizing a similar format are necessary in order to fully assess the areas focused on by this study.

Conclusion

By pairing qualitative data from interviews with professional journalists with quantitative survey data on public news media usage, trust, and participatory interest, the findings of this study provide unique insight into the relationship between professional and citizen journalists. This study assesses the perceived value of collaborative models from the perspectives of professional journalists—who are ultimately the ones responsible for building and implementing said models—while addressing the ambiguity identified by media scholars such as Nelson (2018) surrounding whether or not the public desires a say in the journalistic process through quantitative methods. In doing so, it adds clarity and context to the existing media scholarship on collaboration between professional and citizen journalism, as well as highlighting the confluence of interest in collaborative models among professional journalists and members of the public alike.

However, it also shows that there is still considerable research to be done before anything approaching a comprehensive theoretical or practical model for collaboration between professional and citizen journalists can be said to exist. While this study demonstrates a clear interest and desire to collaborate with citizen journalists from professional newsrooms located in Oregon, California, and Washington, it likewise demonstrates that these newsrooms are typically lacking in either comprehensive collaborative models, a sophisticated understanding of the phenomenon of citizen journalism as a distinct entity, or both. From a scholarly perspective, despite a great deal of research and study being invested into the phenomenon over the past two decades, fundamental elements continue to elude media scholars, from a consistent definition of

the phenomenon to comprehensive value mapping. That this study is relatively unique in its approach of assessing how professional journalists perceive the values, opportunities, and threats inherent to citizen journalism clearly shows that this is an area of study well-situated for additional exploration. Similarly, the lack of research into whether the public is interested in having input in the news content they consume (Nelson, 2018) seems to highlight a critical missing practical element of current research, as without measuring public interest, it is difficult to develop a collaborative model that is both theoretically and practically workable and is also successful when applied to a news media outlet. This study provides some first steps toward investigating both of these study areas—study areas that, given the rapidly changing media landscape and the precarious levels of public trust in journalism, are more relevant now than ever.

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II. Imagining Bridgetown: A Marketing Strategy

Introduction

Bridgetown is a wholly unique news service. Nothing quite like it has ever been done before. In an era of declining public trust in institutions in general and news media in particular, Bridgetown sets out to bridge the worlds of professional and citizen journalism without sacrificing journalistic ethics. We're doing this by providing both a digital magazine focused on topics the community cares about and neighborhood hubs that give communities a platform to speak their mind. Trust is built from the ground up, and Bridgetown believes the best place to start is by working with our community to tell the stories that need to be told. We won't go into the fine details of how this works just yet—you'll find that in the "Product Overview" section, below—but the short version is this: we're establishing two distinct but interconnected products. The first is Bridgetown Magazine, an online and tablet publication staffed and produced by professional journalists with input from the community. The second is Bridgetown Neighborhoods. These are online community publications produced almost entirely by the communities they represent, with only a handful of professional editors in place to make sure everything runs smoothly.

Although there will be some variation between the two in marketing techniques used to attract readers, we view Bridgetown Magazine and Bridgetown Neighborhoods as two essential parts of a single whole. As such, marketing messages and techniques will be unified whenever possible. For both platforms, marketing will be made up of a healthy dose of online and social media marketing, out-of-home (OoH) marketing, community events, and a word-of-mouth

campaign. Earned media will also be on the menu—we're doing something neat, and we think there will be plenty of media organizations out there taking note. More details on our marketing goals can be found in the section below.

Marketing Goals

The goal of this plan is to get the Portland public aware, excited, and engaged in the launch of Bridgetown. We've been working toward this point for years, we know how it works and why it's a good idea, and now it's time to let everyone else in on the secret. This plan will cover a one year period, and will include the months leading up to the launch of both Bridgetown products as well as the months following the launch as we continue to solidify our place in the market. With that scope in mind, our marketing goals are split into two different categories. The first set of goals are the launch goals, which will be the focus of our marketing efforts up to and including—as you might expect from the name—the Bridgetown launch. There are three primary goals in this category: creating awareness of what Bridgetown is and how it works, driving community interest in Bridgetown, and driving community participation/engagement with the launch itself.

Once we're up and running, we'll transition into our community development goals. These are time-sensitive goals that need to follow immediately after launch, because Bridgetown cannot function without strong community engagement. There are, once again, three primary goals in this category: driving further community awareness and engagement with Bridgetown Neighborhoods, driving further community awareness and engagement with Bridgetown

Magazine, and establishing Bridgetown as the local leader in community engagement media.

Product Overview

Bridgetown will have two primary products: a more conventional and professional online/tablet publication in the form of Bridgetown Magazine, and community hubs with content produced primarily by community members in the form of Bridgetown Neighborhoods (see Table 2.1). The first product, Bridgetown Magazine, will be a digital monthly city magazine covering city life and urban news in the greater Portland metropolitan area, and will be staffed and produced by professional journalists. Editorial will take a multimedia approach, with text, photography, videography, and interactive media being present in the majority of content. The issues covered by the magazine will be a mix of topics selected internally by the editorial staff and topics selected by monthly community voting. The magazine will come in two editions: the web edition and the tablet edition. Both editions will highlight the multimedia strengths of their respective platforms. Examples include live story updates and real-time reader feedback, as well as integrated camera functionality, voice commands, and "hands-on" interactive media for the tablet edition.

The second family of products, Bridgetown Neighborhoods, will operate as hubs for daily community-produced media. Neighborhoods hubs will be microsites linked to the main Bridgetown website that are specific to given geographic areas within the Portland metro. These microsites will serve as community news hubs for those areas, with content produced primarily by community members and local citizen journalists. Each will have a dedicated professional

community editor that is responsible for building relationships with members of the neighborhood and verifying, editing, and otherwise vetting content submitted by the community to ensure that it meets journalistic ethical standards. Additionally, the community editor will identify community-submitted content that is suitable for publication in the magazine portion of Bridgetown and will work with community content producers to bring it to the magazine. Bridgetown will launch with a small collection of neighborhood hubs, and will expand the hub network as it grows.

Both products serve distinct customer needs unmet by competing news publications. Both Bridgetown Magazine and Bridgetown Neighborhoods will be targeting audiences under served by existing media outlets. Bridgetown Magazine provides city life and urban news in a magazine format to the Portland general public at large, rather than focusing on specific income brackets and political leanings. This is a departure from the approach adopted by the sole directly competing city magazine, Portland Monthly, which primarily targets affluent, middle-aged, and generally fairly liberal women (Portland Monthly, 2017). It's also a departure from the approach adopted by indirect city life and urban news competitors such as Willamette Week and the Portland Mercury, which both target the same audience, more or less, but are also alternative weeklies with strong ideological slants (Portland Mercury, 2017; Willamette Week, 2017). Bridgetown Magazine serves a general audience like the Oregonian or the Portland Tribune, but with the qualities and style of magazine journalism.

Meanwhile, Bridgetown Neighborhoods allows for communities to tell important community stories that would otherwise go untold, either because of a lack of interest/funding

from professional outlets or because of a lack of access for professional journalists. By providing community members and citizen journalists with a platform backed and vetted by a professional outlet, we allow them to craft stories they're uniquely qualified to tell with credibility and institutional backing they would otherwise lack. Readers of these community hubs, meanwhile, can be assured that it's someone from their community reporting on issues that matter than them, rather than an outsider trying to explain down to them.

Table 2.1

Customer Need	Product Feature	Benefit
Access to magazine-style city life and urban news without editorial slant.	City life and urban news content produced without specific ideologies or income brackets in mind.	Readers get the information they want and need without having to sift through editorial slants that may not match their views.
A modern publication intended for modern audiences that recognizes current news consumption trends.	An online and tablet news service that highlights the strengths of digital convenience and multimedia content.	Readers get to consume media in a way that works for them, rather than relying on less convenient and static print media.
Reestablished trust in professional journalism to tell stories important to them fairly and accurately.	Active community participation in what kind of content is published, including community-produced content.	Trust is rebuilt by giving community ownership in the journalistic process.
Learn about events in the local community that will be either missed or misrepresented by professional media.	Provides a professional platform and vetting system for community content.	Local news gets covered by local and trusted experts, rather than by removed and distant professional journalists.

Target Market

Target markets will naturally vary considerably between Bridgetown Magazine and Bridgetown Neighborhoods. The intended audience for Bridgetown Neighborhoods hubs, for

example, will depend on the individual communities they serve. Bridgetown Neighborhoods hubs will additionally organically grow and change with their communities. After all, the objective of Bridgetown Neighborhoods is to give ownership of community storytelling to the community itself. That said, the target audience will always be specifically focused on the community itself, rather than shifting to any outside entity, and marketing techniques will reflect this.

The intended audience for Bridgetown Magazine, however, is easier to define. The focus will be on individuals in their 20s and 30s, as there is presently a distinct lack of city magazines serving this audience. Within its target demographic, the magazine will aim for mainstream appeal and will be more generalist in style and tone than more targeted local publications such as Willamette Week or Portland Monthly. It's important to note that this is a non-exclusive target audience—Bridgetown Magazine aims to be a city magazine for all of Portland, not just some of it. However, for the purposes of differentiation, content will primarily be written with this audience in mind.

This audience is an obvious choice, making up as it does the single largest demographic segment of the Portland population. As of the 2010 U.S. Census, it represented 222,300 people in Portland city limits alone (Statistical Atlas, 2015). That number has only grown since then, and doesn't include the rest of the metropolitan area, which would boost the segment size even further. This is reflected by the median age for the metro being 36.7 (Data USA, 2017). Given the size of this segment, it represents the logical target audience for not just Bridgetown, but other publications as well—Portland Mercury, for example, describes its readership as existing

primarily within this range (Portland Mercury, 2017). However, given the differentiation and positioning presented elsewhere in this plan, we're not worried about being edged out by the competition.

Speaking of demographics, let's take a moment to look at the primary Bridgetown Magazine customer profile. It's a toss-up whether they're male or female, but with women making up slightly more than half of the population (City of Portland, 2012), we'll go with female. So, meet Ashley. She's 36, college educated (Statistical Atlas, 2015), and her household income is $60,892, a bit above both the state and national medians—$54,148 and $55,775, respectively, according to the U.S. Census (Data USA, 2017). Still, she's far from wealthy, especially in a city as expensive as Portland. She's worked in the tech industry before, courtesy of Portland's "Silicon Forest," and has remained interested in digital technologies (Rogoway, 2015). She's also frustrated by how out seemingly of touch existing media outlets are with her. If she wants to find out what's happening in Portland, she has to either pick up Portland Monthly, which is too rich for her taste, or rely on newspapers. She's fairly moderate, so the liberal leanings of both Willamette Week and the Portland Mercury are a bit off putting to her. The Oregonian and the Portland Tribune, meanwhile, are a bit too dry and impersonal—they are, after all, traditional newspapers. So, if she just wants to know what's going on in Portland relevant to people of her income bracket without having to sift through political slant, she's out of luck. Fortunately for her, there's Bridgetown.

Bridgetown Magazine Value Proposition

When a typical Portlander buys Bridgetown instead of Portland Monthly, they receive digital city news intended for people like them rather than for a minority of wealthy middle aged readers, because Bridgetown is built from the ground up around the idea of serving the wider Portland community.

Product Positioning

Bridgetown has one direct competitor and four indirect competitors. Its direct competitor is Portland Monthly, while its indirect competitors are Willamette Week, the Portland Mercury, the Oregonian, and the Portland Tribune. Descriptions of each and Bridgetown's differentiation, as well as a positioning map (see Figure 2.1), are below:

Portland Monthly: Also a city life and urban news publication, but targets a middle-aged, affluent, predominately female audience (Portland Monthly, 2017). Positions itself as an elite publication, rather than a community oriented one.

Willamette Week: An alternative weekly that does not specify the age of its target audience, instead focusing on the wider Portland public (Willamette Week, 2017). Content is a mix of city life and city/regional news.

The Portland Mercury: An alternative weekly with a very strong liberal slant. Target audience is

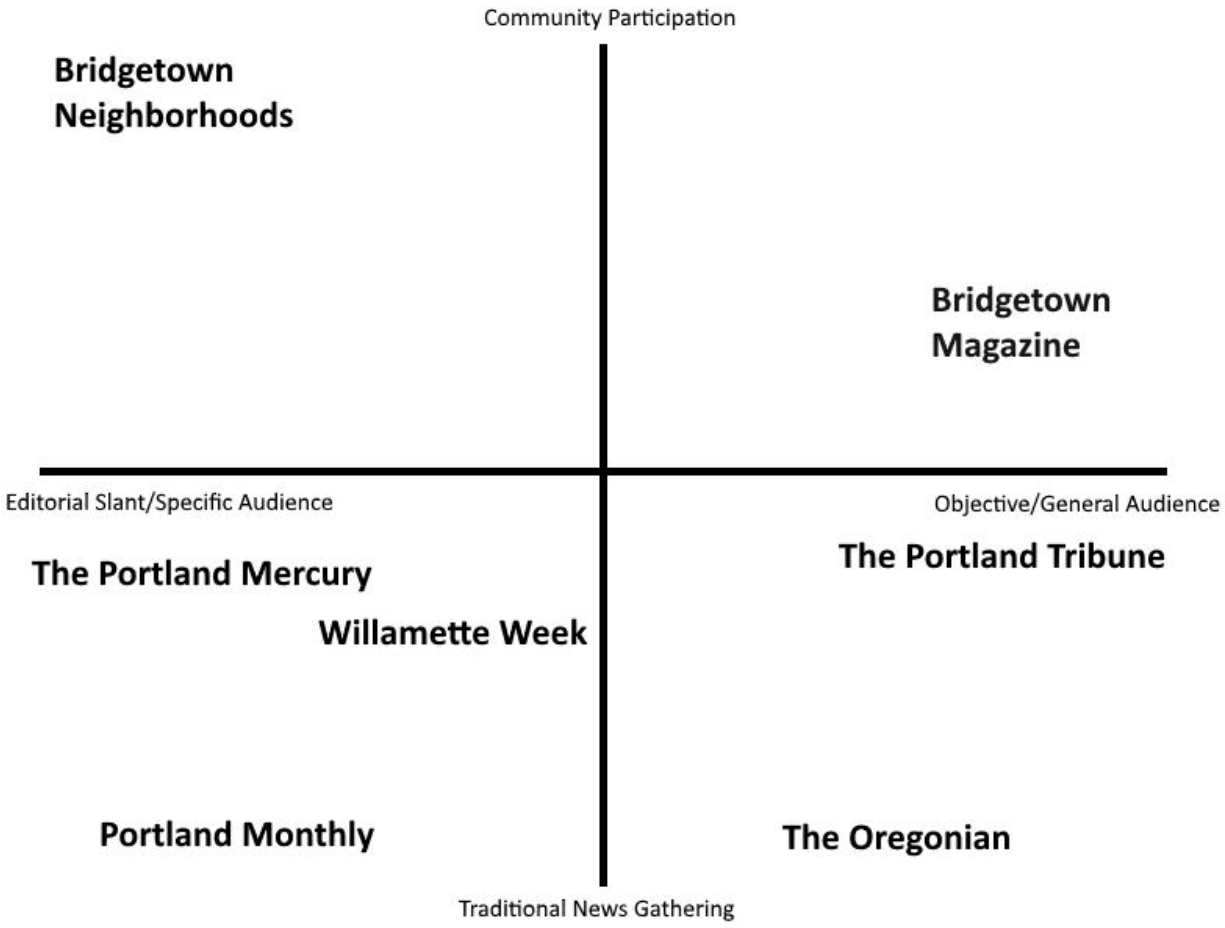
affluent Portlanders in their 20s and 30s (Portland Mercury, 2017). Content is a mix of city life and city news.

The Oregonian: Traditional semi-daily newspaper with a right-of-center editorial slant. Acts as Portland's paper of record; does not have a specific target audience (The Oregonian, 2017).

The Portland Tribune: The Oregonian's direct competitor. Competes for the same position, though differentiates itself by publishing several community-branded offshoot newspapers. (Portland Tribune, 2017)

Bridgetown (Differentiation): Bridgetown targets a younger general audience without a political slant or target income bracket, something no other publication does. Additionally, Bridgetown is the only digital-only publication, and certainly the only local publication focusing on multimedia content. Finally, no other publication is attempting to incorporate community engagement into the production of content like Bridgetown is.

Figure 2.1


Community Participation
Bridgetown Neighborhoods
Bridgetown Magazine
Editorial Slant/Specific Audience
Objective/General Audience
The Portland Mercury
Willamette Week
The Portland Tribune
Portland Monthly
The Oregonian
Traditional News Gathering

Channels of Distribution

Bridgetown Magazine and Bridgetown Neighborhoods will, by their very nature, be distributed entirely digitally in subscription format, with per-issue purchasing options available only for the tablet edition. The majority of subscriptions are expected to come from the web store on the Bridgetown website, while the majority of per-issue tablet purchases are expected to come from app stores. However, there are different digital distribution channels, especially for the tablet edition of Bridgetown Magazine. These channels are explored in Table 2.2, below:

Table 2.2

Possible Channel	Will customer buy?	Fits product & brand?	Fits organization?	Profit potential?
Owned web store	Yes; main location	Yes; owned site	Yes; owned site	Yes; majority of subscriptions/sales
Adobe Publication Library	Some will	Somewhat; digital storefront	Somewhat; digital but impersonal	Yes; but minority of profits
Apple Store	Yes	Yes; Multimedia-focused	Somewhat; digital but impersonal	Yes; iPad/iPhone users
Android Play	Yes	Yes; Multimedia-focused	Somewhat; digital but impersonal	Yes; Android device users
Amazon	Some will	Somewhat; digital storefront	Somewhat; digital but impersonal	Yes; Convenient for Amazon users

Product Pricing

The Bridgetown website will be free with a “soft” paywall; regular reminders to readers that good journalism costs money with a prompt to subscribe, as well as ad blockers being prohibited. However, website multimedia content will be limited to non-subscribers, with a finite

number of full multimedia package stories being available to non-subscribers per month. Simplified versions of the stories will always be available to non-subscribers free of charge. Subscribers have access to full multimedia packages, as well as a complimentary issue of the tablet edition every month. Non-subscribers can buy individual issues of the tablet edition.

Bridgetown subscriptions will cost $15.95 for twelve issues. This is roughly equivalent to a subscription for twelve print-only editions of Portland Monthly, which costs $16.95 (Palm Coast Data, 2017). It's more than the $12.95 Portland Monthly charges for a twelve-month subscription its tablet-only edition; however, the Portland Monthly tablet edition is simply a digitized, static version of the print product, while Bridgetown is fully interactive. Individual issues of the tablet edition can be purchased for $6.99, which is equivalent to a print issue of Portland Monthly. This positions Bridgetown as an equal product to its main competitor, while still keeping the price affordable.

Product Brand & Branding

Bridgetown: A City Magazine for All of Portland

The Bridgetown brand should inspire feelings and impressions of transparency, urbanism, and that unique "Portland" feel. Fonts and colors will strike a contrast between a "traditional" feel and a modern look, a bridge from the old to the new. Established font faces and darker colors will be used in nameplates and especially in logos, while copy and layout will be make use of clean, modern fonts, bold-but-tasteful colors, and elegant modern design. The logo is currently being worked on, but it will feature an iconic Portland bridge as the dominant

element/backdrop to the name.

Brand Promise

Bridgetown will always serve the news needs of our community—yes, that means you.

Marketing Communications

Key Messages

- Bridgetown is restoring public trust in journalism by encouraging the public to become active participants in it.
- Bridgetown isn't just reporting on the community it serves—the community is also part of Bridgetown.
- Bridgetown exists to tell the stories that matter to all of Portland, not just parts of it.

Marketing Tools

The estimated annual marketing budget for the time frame of this plan is $100,000 (see Table 2.3). Online advertising and social media marketing will make up the bulk of the marketing budget, given Bridgetown's digital nature. OoH advertising will be limited to a select few high-impact locations for Bridgetown Magazine and high-traffic areas in specific communities for Bridgetown Neighborhoods. Community events, including a launch party, will focus on encouraging community members to become active participants in the journalistic process and highlighting Bridgetown's commitment to serving the community. Finally,

word-of-mouth marketing will happen organically, but will also be assisted by paid PR efforts.

Table 2.3

Marketing Communications Tool	Goal	Measurement	Total Timeline Budget ($)
Online advertising promoting Bridgetown	Drive awareness/interest then desire/action	Public participation; subscriptions & sales	$36,000
Social media marketing/community	Drive awareness/interest then desire/action	Shares, comments, subscriptions & sales	$28,000
Select OoH advertising	Drive awareness/interest	Site views, participation	$20,000
Community events	Drive awareness/interest then desire/action	Attendance, site views, participation, subscriptions & sales	$10,000
Word-of-Mouth Marketing	Drive awareness/interest	Site views, social media mentions, participation	$6,000

Key Success Factors

The success of this marketing plan can be found in three pre-launch and three post-launch items:

- Community awareness of what Bridgetown is and how it works
- Community interest in Bridgetown
- Community engagement/participation in the launch of Bridgetown
- Community post-launch awareness of and engagement with Bridgetown Magazine
- Community post-launch awareness of and engagement with Bridgetown Neighborhoods
- City-wide perception of Bridgetown as the leader in community engagement media

Measurements of Success

There are two core ways we'll know if this plan has succeeded: if people are visiting our website and buying our magazine, and if people are contributing to Bridgetown, either through voting on topics or producing content themselves. Specific metrics we will use to chart this success include number of unique visitors to the site, social media likes/shares/follows, subscription numbers, individual issue sales numbers, and number of people submitting content and participating in our public steering discussions on future content. Since we're starting from a baseline of zero, there is no previous data to compare these metrics against. As such, our definition of success will be the successful launch and functioning of Bridgetown, with data collected during this plan serving as a baseline for future marketing plans.

Summary

Bridgetown is doing something never done before, but that doesn't mean it shouldn't be done. The core role of journalists as public servants to their communities is part of the very DNA of Bridgetown—by welcoming our community to the table, we're working to be the best public servants we can. By pulling back the curtains and telling stories with our community, rather than to them, we're also rebuilding dangerously eroding public trust in journalism. This model is undeniably experimental, but then, aren't experiments where business models and industries

grow? Bridgetown serves the underserved of Portland, but it also embraces a new future for journalism in the city and beyond.

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III. Building Bridgetown

Figures and Tables 1

Figure 1.1

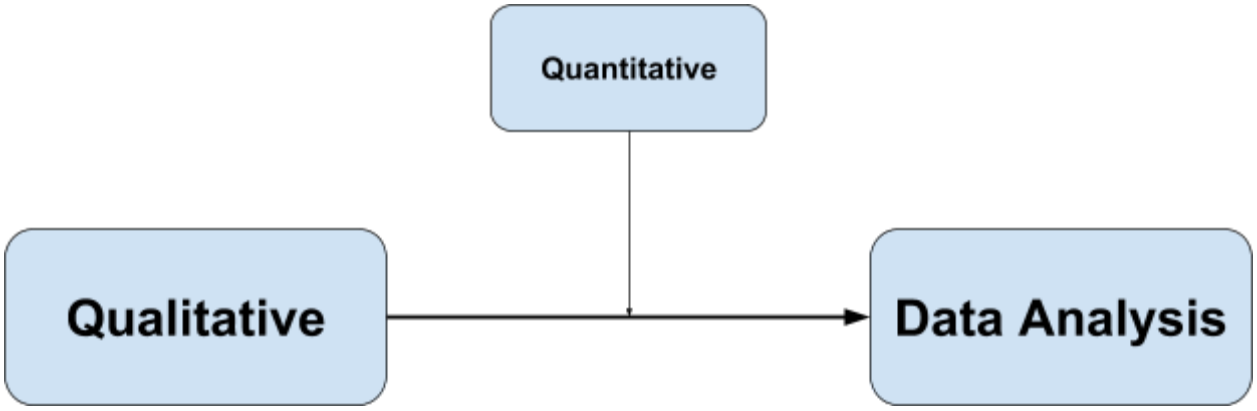

Figure 1.2

Weaknesses (PJ*)	Strengths (PJ)		Collaboration		Strengths (CJ**)	Weaknesses (CJ)
	Institutional accountability	⇩	Accountability (institutional/personal)			Minimal non-personal accountability
Lack of connection to issues			Connected context-aware reporting	⇧	Lived experiences	
	Formal journalistic training	⇩	Shared baseline of vocational training			No formal journalistic training
Perspectives primarily limited to "elites"			Both "elite" and popular perspectives represented	⇧	Unique/diverse perspectives	
	Institutional ethical frameworks	⇩	Ethical frameworks (institutional/personal)			Lack of non-personal ethical frameworks
Expertise limited to newsroom members			Diverse pool of expert perspectives	⇧	Non-journalistic professional expertise	
	Institutional resources/backing	⇩	Shared institutional resources/backing			No institutional resources/backing
Preconditions limit practitioner numbers			Increased practitioner pool and coverage	⇧	Number of potential practitioners	
	Professional standards (accuracy/objectivity)	⇩	Shared baseline standards			No professional standards
Practice limited to professionals			Practice shared between professionals and public	⇧	Accessibility of practice	
	Access to institutional sources	⇩	Shared institutional sources			Minimal access to institutional sources
Communal access limited as institution			Shared communal sources	⇧	Access to communal sources	

*PJ = Professional Journalism

**CJ = Citizen Journalism

Figure 1.3

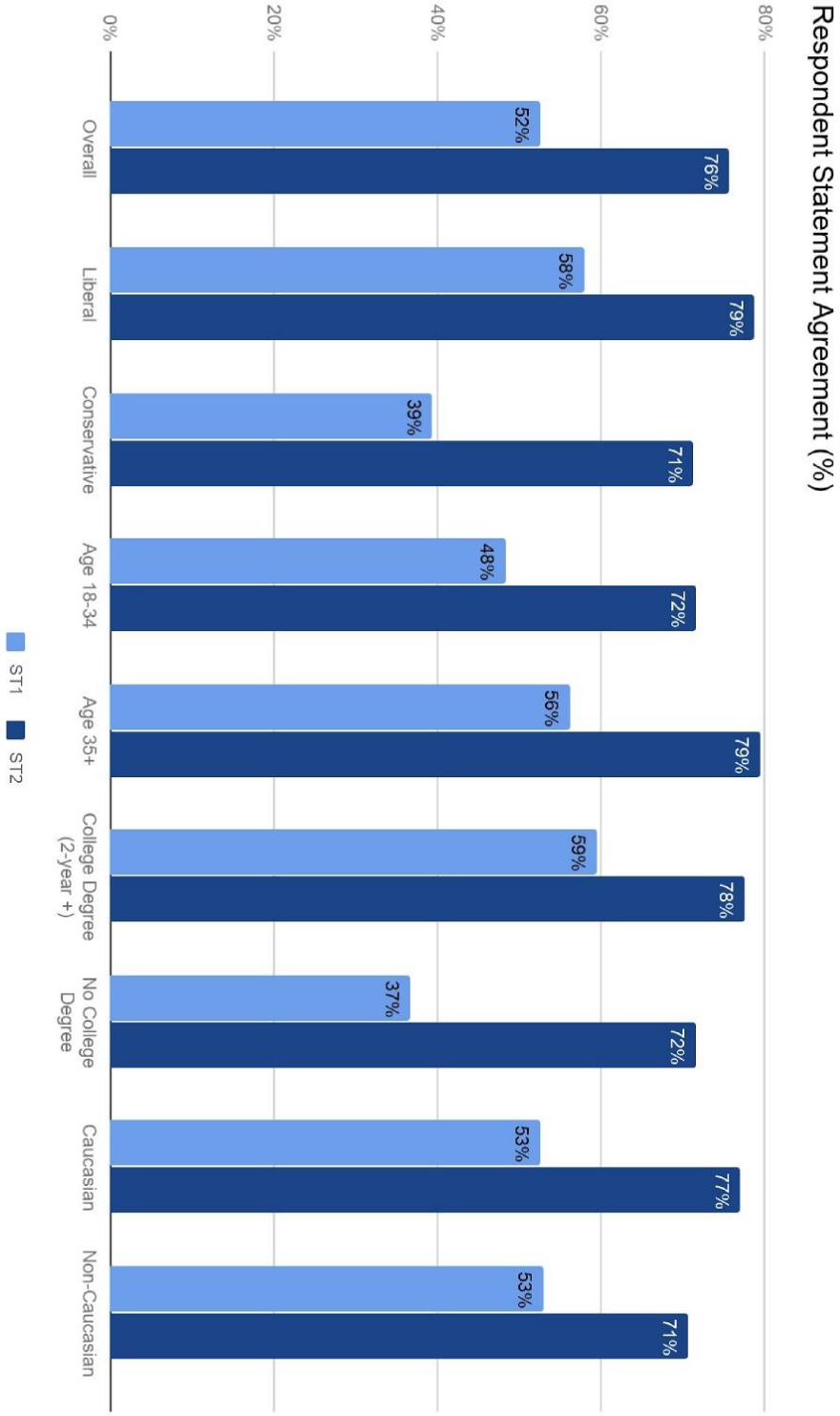
Respondent Statement Agreement (%)
0%
20%
40%
60%
80%
Overall
52%
76%
Liberal
58%
79%
Conservative
39%
71%
Age 18-34
48%
72%
Age 35+
56%
79%
College Degree (2-year +)
59%
78%
No College Degree
37%
72%
Caucasian
53%
77%
Non-Caucasian
53%
71%
ST1
ST2

Figure 1.4

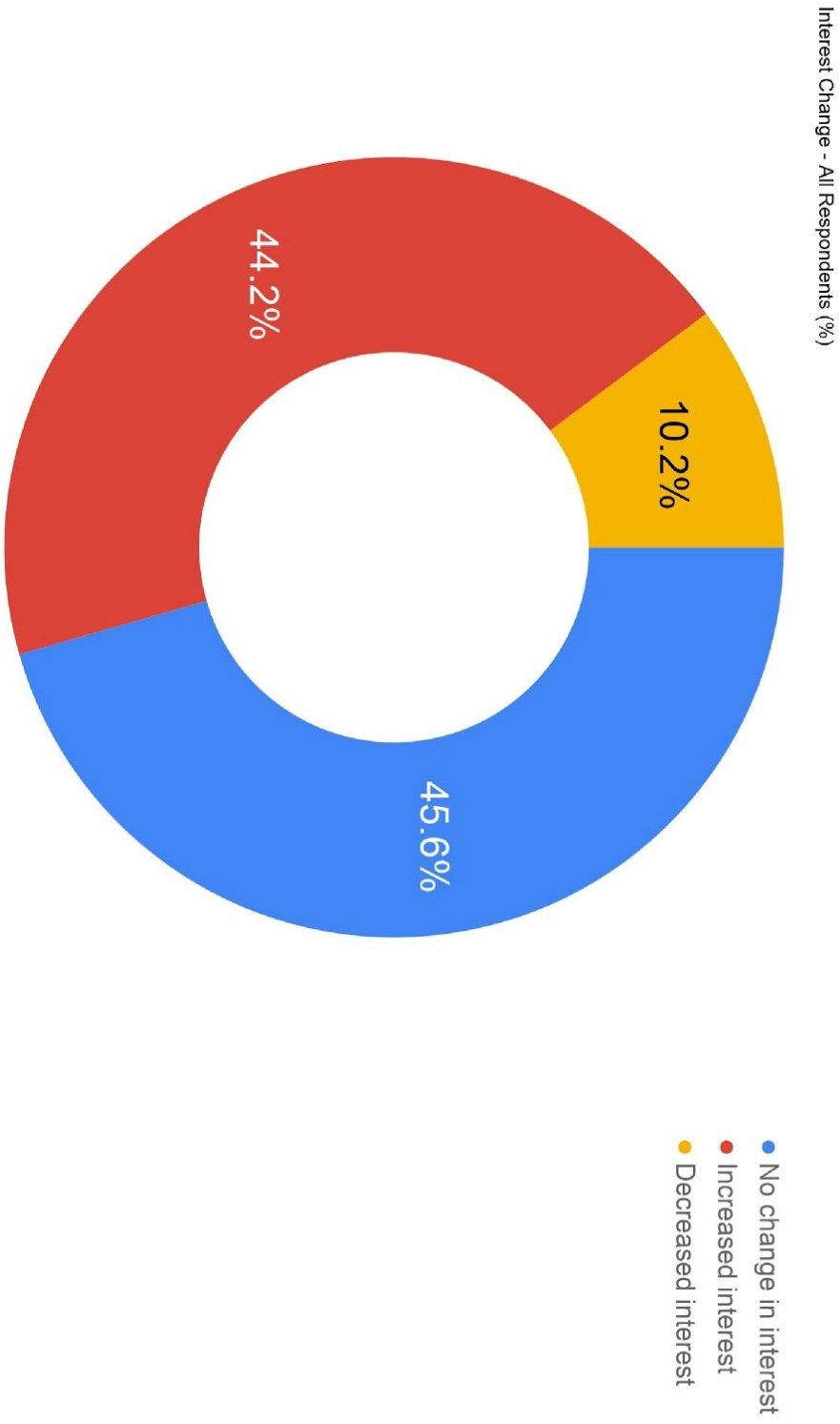
Interest Change - All Respondents (%)
44.2%
10.2%
45.6%
No change in interest
Increased interest
Decreased interest

Table 1.1

Outlet Name	**Media Type**	**Representative**	**Population (AS*)**	**Location**
Capital Public Radio (KXJZ)	Public radio (nonprofit)	Senior community engagement specialist	2,598,377	Sacramento, California
Emerald Media Group	Newspaper (nonprofit)	Editor-in-Chief (outgoing/incoming)	374,748	Eugene, Oregon
KCRW	Public radio (nonprofit)	Digital content director	18,788,800	Santa Monica, California
KGW	Broadcast television	Digital strategy director	3,201,058	Portland, Oregon
KPCC	Public radio (nonprofit)	Community engagement director	13,353,907	Pasadena, California
KUOW-FM	Public radio (nonprofit)	Senior producer	3,867,046	Seattle, Washington
The News Tribune	Newspaper	Editor & vice president of news	213,418	Tacoma, Washington
Pamplin Media Group	Newspaper	Executive editor	2,453,168	Portland, Oregon
Portland Monthly	Magazine	Editor-in-Chief	2,453,168	Portland, Oregon
Reveal	National online publication (nonprofit)	Reporter/Producer	325,719,178	Emeryville, California
Yakima Herald	Newspaper	Managing editor	318,209	Yakima, Washington

*AS = Area Served. The AS is comprised of all geographic areas where outlet content is principally distributed. All population figures are estimates from the U.S. Census Bureau (2018a, 2018b).

Table 1.2

Objectivity-Aligned Value	Complementary Participation-Aligned Value(s)	Synergy
accuracy	community engagement, collaboration, diversity, active participation	Diversity of perspectives, community engagement, collaboration, and participation improve accuracy through providing increased variety and depth of information informing accuracy.
impartiality	diversity	Diversity of perspectives protects against partiality through omission.
objectivity	diversity, community engagement	Diversity of perspectives and community engagement provide additional information for objective news coverage.
public service	community engagement, collaboration, diversity, active participation	Community engagement and collaboration allows for public service to extend beyond traditional reporting models. Diverse representation expands publics served. Active participation allows direct public service contributions vs. indirect reporting as a service.
accountability	personal independence, community engagement, collaboration	Personal independence from newsroom structure allows for citizen adversarial "watchdog" roles, holding newsrooms accountable for their reporting. Community engagement and collaboration establishes two-way relationships that can be leveraged to ensure accountability.
fairness	community engagement, diversity	Diversity of perspectives and community engagement provides additional information that can contribute to comprehensive and fair news coverage.
credibility	community engagement, collaboration, diversity	Newsroom credibility enhanced by two-way relationships established through community engagement and collaboration ensuring newsroom investment in community. Diversity of perspectives enhances credibility of coverage by protecting against overrepresentation of certain publics.
ethics	diversity	Diversity of perspectives reinforces ethical coverage of publics by protecting against exclusionary bias.

Figures and Tables 2

Figure 2.1

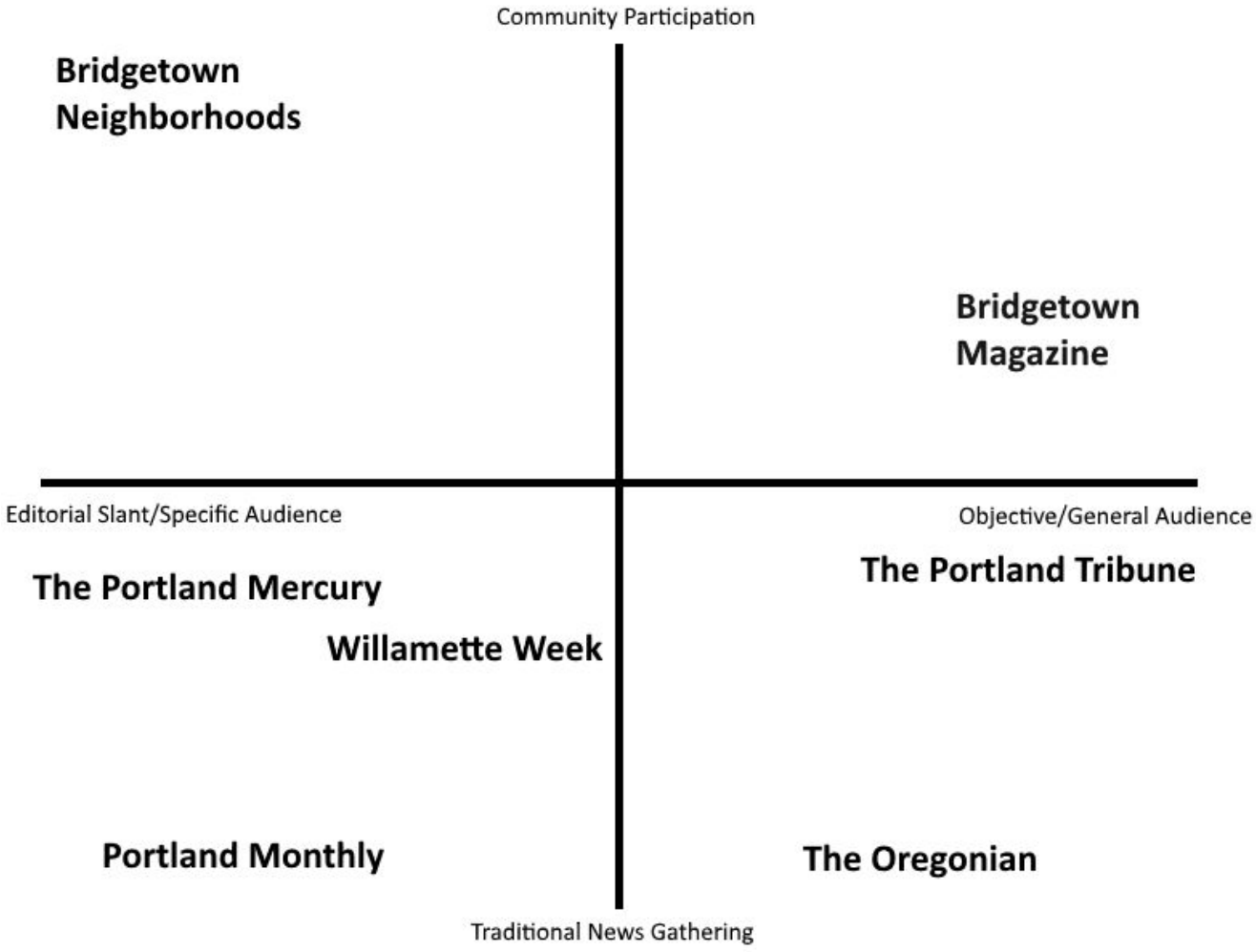

Table 2.1

Customer Need	Product Feature	Benefit
Access to magazine-style city life and urban news without editorial slant.	City life and urban news content produced without specific ideologies or income brackets in mind.	Readers get the information they want and need without having to sift through editorial slants that may not match their views.
A modern publication intended for modern audiences that recognizes current news consumption trends.	An online and tablet news service that highlights the strengths of digital convenience and multimedia content.	Readers get to consume media in a way that works for them, rather than relying on less convenient and static print media.
Reestablished trust in professional journalism to tell stories important to them fairly and accurately.	Active community participation in what kind of content is published, including community-produced content.	Trust is rebuilt by giving community ownership in the journalistic process.
Learn about events in the local community that will be either missed or misrepresented by professional media.	Provides a professional platform and vetting system for community content.	Local news gets covered by local and trusted experts, rather than by removed and distant professional journalists.

Table 2.2

Possible Channel	Will customer buy?	Fits product & brand?	Fits organization?	Profit potential?
Owned web store	Yes; main location	Yes; owned site	Yes; owned site	Yes; majority of subscriptions/sales
Adobe Publication Library	Some will	Somewhat; digital storefront	Somewhat; digital but impersonal	Yes; but minority of profits
Apple Store	Yes	Yes; Multimedia-focused	Somewhat; digital but impersonal	Yes; iPad/iPhone users
Android Play	Yes	Yes; Multimedia-focused	Somewhat; digital but impersonal	Yes; Android device users
Amazon	Some will	Somewhat; digital storefront	Somewhat; digital but impersonal	Yes; Convenient for Amazon users

Table 2.3

Marketing Communications Tool	Goal	Measurement	Total Timeline Budget ($)
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Social media marketing/community	Drive awareness/interest then desire/action	Shares, comments, subscriptions & sales	$28,000
Select OoH advertising	Drive awareness/interest	Site views, participation	$20,000
Community events	Drive awareness/interest then desire/action	Attendance, site views, participation, subscriptions & sales	$10,000
Word-of-Mouth Marketing	Drive awareness/interest	Site views, social media mentions, participation	$6,000

Appendix A: Interview Guide

1. What's your formal position within your organization?

2. Within your position, do you interact with citizen journalists in an official capacity?

    2.1. If so, how do you interact with them?

3. Are you familiar with any noteworthy local citizen journalists?

    3.1. If so, what makes them noteworthy?

    3.2. If not, what would it take for a citizen journalist to be considered noteworthy?

4. Does your organization have official policies in place for interacting with citizen journalists?

    4.1. If so, can you share what they are?

5. Related, does your organization have official policies in place for using content produced by citizen journalists?

    5.1. Again, if so, what are those policies (if they can be shared)?

6. Does your organization currently have any existing official collaborative arrangements with citizen journalists, local or otherwise?

    6.1. If so, are you finding it effective?

7. In your own words, how would you define citizen journalism?

8. In your personal opinion, what are some advantages, if any, that citizen journalists have over professional journalists?

9. In your personal opinion, what are some advantages, if any, professional journalists have over citizen journalists?

10. What are the most important values of professional journalism, and do you think they differ from the values of citizen journalism?

    10.1. If so, how do they differ?

11. If answered yes above, do you think that the different values of citizen and professional journalism can be complementary to one another?

11.1. If so, in what ways?

12. Do you have any significant experiences with citizen journalism you'd like to share?

Appendix B: Survey Instrument

Bridgetown Research - Public News Usage and Trust Survey

Start of Block: Introduction

T1 **Welcome to the Bridgetown Research Public News Usage and Trust survey!**

Thank you for agreeing to take part in this public news usage and trust research survey. This survey is part of Bridgetown Research, a graduate research project at the University of Oregon - Portland. Your answers will help graduate researchers understand how the public views and uses news media. This data will be used to assess potential avenues of improving how responsive and representative traditional journalistic news sources are to their audiences and local communities.

This survey is expected to take 5-10 minutes to complete. All responses are strictly confidential, and no personally identifying data is collected, stored, or retained by this survey. IP addresses are temporarily recorded for verification purposes, but are visible only to the researchers administering this survey and will not be used or shared for any purpose other than valid response verification. Additionally, they will not be retained after the survey period concludes.

Please click the → button to continue.

End of Block: Introduction

Start of Block: Section I

Q1 How do you usually get your news? (Select all that apply.)

- [ ] Cable news (1)
- [ ] National newspapers (2)
- [ ] National magazines (3)
- [ ] Local newspapers (4)
- [ ] Local magazines (5)
- [ ] Local television broadcast news (6)
- [ ] Local radio broadcast news (7)
- [ ] Internet radio/podcasts (8)
- [ ] National news websites (9)
- [ ] Local news websites (10)
- [ ] Community websites (11)
- [ ] Community newsletters (12)
- [ ] Bloggers/vloggers (personal or professional blogs, YouTube channels, etc.) (13)
- [ ] Social media (14)
- [ ] From people I know/word of mouth (15)
- [ ] Other (16)

Carry Forward Selected Choices from "How do you usually get your news? (Select all that apply.)"

Q2 Please arrange the news sources you identified above in order of how much of your news generally comes from each one, with sources where you get the most news at the top.

_____ Cable news (1)
_____ National newspapers (2)
_____ National magazines (3)
_____ Local newspapers (4)
_____ Local magazines (5)
_____ Local television broadcast news (6)
_____ Local radio broadcast news (7)
_____ Internet radio/podcasts (8)
_____ National news websites (9)
_____ Local news websites (10)
_____ Community websites (11)
_____ Community newsletters (12)
_____ Bloggers/vloggers (personal or professional blogs, YouTube channels, etc.) (13)
_____ Social media (14)
_____ From people I know/word of mouth (15)
_____ Other (16)

End of Block: Section I

Start of Block: Section II

T2 The following questions will ask about how you get your news and interact with news media in your everyday life.

These questions are multiple choice. If more than one option could apply to you, please select the option that is most accurate for you the majority of the time.

Q3 I feel that I read, watch, or listen to the news more often than most people.

- ○ Strongly agree (1)
- ○ Agree (2)
- ○ Somewhat agree (3)
- ○ Neither agree nor disagree (4)
- ○ Somewhat disagree (5)
- ○ Disagree (6)
- ○ Strongly disagree (7)

Q4 I feel that I read, watch, or listen to **local news** (e.g. news about the area I live in) more often than most people.

- ○ Strongly agree (1)
- ○ Agree (2)
- ○ Somewhat agree (3)
- ○ Neither agree nor disagree (4)
- ○ Somewhat disagree (5)
- ○ Disagree (6)
- ○ Strongly disagree (7)

Q5 I feel that I read, watch, or listen to **regional news** (e.g. news about the Pacific Northwest) more often than most people.

- ○ Strongly agree (1)
- ○ Agree (2)
- ○ Somewhat agree (3)
- ○ Neither agree nor disagree (4)
- ○ Somewhat disagree (5)
- ○ Disagree (6)
- ○ Strongly disagree (7)

Q6 I feel that I read, watch, or listen to **national news** more often than most people.

- ○ Strongly agree (1)
- ○ Agree (2)
- ○ Somewhat agree (3)
- ○ Neither agree nor disagree (4)
- ○ Somewhat disagree (5)
- ○ Disagree (6)
- ○ Strongly disagree (7)

Q7 I feel that I read, watch, or listen to **international news** more often than most people.

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q8 I value being well informed about important issues in my local community (e.g my neighborhood, city district, etc.).

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q9 I value being well informed about important issues in my city.

- ○ Strongly agree (1)
- ○ Agree (2)
- ○ Somewhat agree (3)
- ○ Neither agree nor disagree (4)
- ○ Somewhat disagree (5)
- ○ Disagree (6)
- ○ Strongly disagree (7)

Q10 I value being well informed about important issues in my region.

- ○ Strongly agree (1)
- ○ Agree (2)
- ○ Somewhat agree (3)
- ○ Neither agree nor disagree (4)
- ○ Somewhat disagree (5)
- ○ Disagree (6)
- ○ Strongly disagree (7)

Q11 I value being well informed about important national issues.

- ○ Strongly agree (1)
- ○ Agree (2)
- ○ Somewhat agree (3)
- ○ Neither agree nor disagree (4)
- ○ Somewhat disagree (5)
- ○ Disagree (6)
- ○ Strongly disagree (7)

Q12 I value being well informed about important international issues.

- ○ Strongly agree (1)
- ○ Agree (2)
- ○ Somewhat agree (3)
- ○ Neither agree nor disagree (4)
- ○ Somewhat disagree (5)
- ○ Disagree (6)
- ○ Strongly disagree (7)

Q13 I trust the news to generally be accurate and fair in its coverage of issues that are important to me.

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q14 The news sources I use most often do a good job covering issues that are important to me.

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q15 The news sources I have access to don't cover issues in my local community that are important to me.

- ○ Strongly agree (1)
- ○ Agree (2)
- ○ Somewhat agree (3)
- ○ Neither agree nor disagree (4)
- ○ Somewhat disagree (5)
- ○ Disagree (6)
- ○ Strongly disagree (7)

Q16 Members of my local community (e.g. friends, local family members, neighbors, coworkers, etc.) are often better-informed on issues in my community that are important to me than my local news sources are.

- ○ Strongly agree (1)
- ○ Agree (2)
- ○ Somewhat agree (3)
- ○ Neither agree nor disagree (4)
- ○ Somewhat disagree (5)
- ○ Disagree (6)
- ○ Strongly disagree (7)

Q17 My local news sources could improve their coverage and quality of reporting if they asked community members to help them identify important local issues.

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q18 If asked, I would be willing to help a local news source identify issues that I think they should report on.

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q19 If asked, I would be willing to provide local news sources with information on important issues that I know about.

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q20 If asked, I would be willing to report on important issues that I know about for a local news source free of charge.

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q21 If asked, I would be willing to report on important issues that I know about for a local news source if I was compensated for it.

- ○ Strongly agree (1)
- ○ Agree (2)
- ○ Somewhat agree (3)
- ○ Neither agree nor disagree (4)
- ○ Somewhat disagree (5)
- ○ Disagree (6)
- ○ Strongly disagree (7)

Q22 There are local news sources in my area that are a good fit for me and people like me (e.g. journalistic outlets that are targeted at people of my age, sex, ethnicity/cultural background, religious views, political views, geographic location, etc.)

- ○ Strongly agree (1)
- ○ Agree (2)
- ○ Somewhat agree (3)
- ○ Neither agree nor disagree (4)
- ○ Somewhat disagree (5)
- ○ Disagree (6)
- ○ Strongly disagree (7)

Q23 There are not enough local news sources for people like me.

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q24 I would like for there to be more local news sources for people like me.

- Strongly agree (1)
- Agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

End of Block: Section II

Start of Block: Section III

T3 For questions in this section, local, regional, national, and international news are defined as follows:

Local news refers to news sources that cover the area you live in. **Regional news** refers to news sources covering your geographic region (e.g. the Pacific Northwest).

National news refers to news sources covering the nation. **International news**

refers to news sources covering multiple nations (e.g. the British Broadcasting Corporation or the Associated Press).

Q25 Please arrange the different types of news described above in order of how trustworthy you typically find them to be, with the most trustworthy sources at the top.

_____ Regional news sources (1)
_____ International news sources (2)
_____ Local news sources (3)
_____ National news sources (4)

Q26 What types of **local news** are important to you? (Select all that apply.)

- ☐ Breaking news (1)
- ☐ Community (e.g. issues in your neighborhood or city district) (2)
- ☐ Financial/Business (3)
- ☐ Education (4)
- ☐ Environment (5)
- ☐ Entertainment (6)
- ☐ Sports (7)
- ☐ Crime (8)
- ☐ Health (9)
- ☐ Lifestyle (10)
- ☐ Arts & Culture (11)
- ☐ Politics (12)
- ☐ Investigative/watchdog journalism (13)
- ☐ Ethnic/Cultural (e.g. news relating specifically to a local ethnic or cultural community) (14)

Q27 What types of **regional news** are important to you? (Select all that apply.)

- ☐ Breaking news (1)
- ☐ Financial/Business (2)
- ☐ Education (3)
- ☐ Environment (4)
- ☐ Entertainment (5)
- ☐ Sports (6)
- ☐ Crime (7)
- ☐ Health (8)
- ☐ Lifestyle (9)
- ☐ Arts & Culture (10)
- ☐ Politics (11)
- ☐ Investigative/watchdog journalism (12)
- ☐ Ethnic/Cultural (e.g. news relating specifically to a regional ethnic or cultural community) (13)

Q28 What types of **national** news are important to you? (Select all that apply.)

- ☐ Breaking news (1)
- ☐ Financial/Business (2)
- ☐ Education (3)
- ☐ Environment (4)
- ☐ Entertainment (5)
- ☐ Sports (6)
- ☐ Crime (7)
- ☐ Health (8)
- ☐ Lifestyle (9)
- ☐ Arts & Culture (10)
- ☐ Politics (11)
- ☐ Investigative/watchdog journalism (12)
- ☐ Ethnic/Cultural (e.g. news relating specifically to a national ethnic or cultural community) (13)

Q29 What types of **international** news are important to you? (Select all that apply.)

- ☐ Breaking news (1)
- ☐ Financial/Business (2)
- ☐ Education (3)
- ☐ Environment (4)
- ☐ Entertainment (5)
- ☐ Sports (6)
- ☐ Crime (7)
- ☐ Health (8)
- ☐ Lifestyle (9)
- ☐ Arts & Culture (10)
- ☐ Politics (11)
- ☐ Investigative/watchdog journalism (12)
- ☐ Ethnic/Cultural (e.g. news relating specifically to an international ethnic or cultural community) (13)

Q30 On average, how often do you intentionally watch, read, or listen to **international** news?

- Every day (1)
- A few times a week (2)
- Once or twice a week (3)
- A few times a month (4)
- Once or twice a month (5)
- Rarely/Never (6)

Q31 On average, how often do you intentionally watch, read, or listen to **national** news?

- Every day (1)
- A few times a week (2)
- Once or twice a week (3)
- A few times a month (4)
- Once or twice a month (5)
- Rarely/Never (6)

Q32 On average, how often do you intentionally watch, read, or listen to **regional** news?

- ○ Every day (1)
- ○ A few times a week (2)
- ○ Once or twice a week (3)
- ○ A few times a month (4)
- ○ Once or twice a month (5)
- ○ Rarely/Never (6)

Q33 On average, how often do you intentionally watch, read, or listen to **local** news?

- ○ Every day (1)
- ○ A few times a week (2)
- ○ Once or twice a week (3)
- ○ A few times a month (4)
- ○ Once or twice a month (5)
- ○ Rarely/Never (6)

Q34 How interested would you be in a local news source that combines professional journalism with community-produced and/or community-directed content?

- ○ Very interested (1)
- ○ Somewhat interested (2)
- ○ Not very interested (3)
- ○ Not interested (4)

Q35 How interested would you be in a neighborhood news hub (website, smartphone app, etc.) hosted and maintained by professional journalists but produced by members of your neighborhood?

- ○ Very interested (1)
- ○ Somewhat interested (2)
- ○ Not very interested (3)
- ○ Not interested (4)

Q36 Would your level of interest in an online news service change if it included interactive content (e.g. infographics, live updates, real-time conversations with journalists, responsive embedded video, etc.) into its reporting?

- ○ Yes, I would be more interested (1)
- ○ Yes, I would be less interested (2)
- ○ No, my interest wouldn't change (3)

Q37 Would you be more likely to subscribe to an online news service if you had the opportunity to help direct what kind of news it covers?

- ○ Yes (1)
- ○ No (2)

Q38 Do you live in Oregon or Washington?

- ○ Yes, I live in Oregon (1)
- ○ Yes, I live in Washington (2)
- ○ No (3)

Skip To: End of Block If Do you live in Oregon or Washington? = No
Skip To: Q39 If Do you live in Oregon or Washington? = Yes, I live in Oregon
Skip To: Q40 If Do you live in Oregon or Washington? = Yes, I live in Washington

Display This Question:
If Do you live in Oregon or Washington? = Yes, I live in Oregon

Q39 Do you live in Multnomah, Clackamas, Columbia, Washington, or Yamhill County?

- ○ Yes (1)
- ○ No (2)

Skip To: Q41 If Do you live in Multnomah, Clackamas, Columbia, Washington, or Yamhill County? = Yes
Skip To: End of Block If Do you live in Multnomah, Clackamas, Columbia, Washington, or Yamhill County? = No

Display This Question:
If Do you live in Oregon or Washington? = Yes, I live in Washington

Q40 Do you live Clark or Skamania County?

- ○ Yes (1)
- ○ No (2)

Skip To: Q41 If Do you live Clark or Skamania County? = Yes
Skip To: End of Block If Do you live Clark or Skamania County? = No

Display This Question:

If Do you live in Multnomah, Clackamas, Columbia, Washington, or Yamhill County? = Yes

Or Do you live Clark or Skamania County? = Yes

Q41 Which of the following local news sources do you use? (Select all that apply.)

- ☐ The Oregonian/OregonLive.com (1)
- ☐ The Columbian (2)
- ☐ The Portland Tribune/Pamplin Media Group (3)
- ☐ The Portland Business Journal (4)
- ☐ Willamette Week (5)
- ☐ The Portland Mercury (6)
- ☐ Portland Monthly (7)
- ☐ The Asian Reporter (8)
- ☐ The Portland Observer (9)
- ☐ Street Roots (10)
- ☐ The Skanner (11)
- ☐ El Hispanic News (12)
- ☐ NW Examiner (13)
- ☐ Other (14)

End of Block: Section III

Start of Block: Section IV

Q42 What gender do you identify as?

- ○ Male (1)
- ○ Female (2)
- ○ Non-Binary/Genderqueer (3)
- ○ Other (4)

Q43 What is your ethnicity? (Select all that apply.)

- ☐ Caucasian (1)
- ☐ Latino/Hispanic (2)
- ☐ Middle Eastern (3)
- ☐ African (4)
- ☐ Caribbean (5)
- ☐ South Asian (6)
- ☐ East Asian (7)
- ☐ Pacific Islander (8)
- ☐ Native American (9)
- ☐ Mixed (10)
- ☐ Other (12)

Q44 What is your age range?

- Under 18 (1)
- 18 - 24 (2)
- 25 - 34 (3)
- 35 - 44 (4)
- 45 - 54 (5)
- 55 - 64 (6)
- 65 - 74 (7)
- 75 - 84 (8)
- 85 or older (9)

Q45 What is the highest level of education you've completed?

- Some high school (1)
- High school (2)
- Some college (3)
- 2 year degree (4)
- 4 year degree (5)
- Professional degree (6)
- Doctorate (7)

Q46 Which best describes your current employment status?

- ○ Full-time (1)
- ○ Part-time (2)
- ○ Self-employed (3)
- ○ Stay-at-home parent (4)
- ○ Unemployed (5)
- ○ Retired (6)
- ○ Student (7)
- ○ Unable to work (8)

Q47 What is your relationship status?

- ○ Married (1)
- ○ Widowed (2)
- ○ Divorced (3)
- ○ Separated (4)
- ○ Single (5)
- ○ In a relationship (6)

Q48 What is your total household income, before taxes?

- Less than $10,000 (1)
- $10,000 - $19,999 (2)
- $20,000 - $29,999 (3)
- $30,000 - $39,999 (4)
- $40,000 - $49,999 (5)
- $50,000 - $59,999 (6)
- $60,000 - $69,999 (7)
- $70,000 - $79,999 (8)
- $80,000 - $89,999 (9)
- $90,000 - $99,999 (10)
- $100,000 - $149,999 (11)
- More than $150,000 (12)

Q49 How would you describe your political views? (Click and drag the slider to answer.)

	Very Liberal	Very Conservative
I am... ()		

End of Block: Section IV

Start of Block: Access Type

Q50 Please select how you accessed this survey.

- ○ Social Media (1)
- ○ Direct Link (2)
- ○ Mechanical Turk (3)
- ○ Other (4)

Skip To: End of Block If Please select how you accessed this survey. = Social Media
Skip To: End of Block If Please select how you accessed this survey. = Direct Link
Skip To: End of Block If Please select how you accessed this survey. = Other

Display This Question:
If Please select how you accessed this survey. = Mechanical Turk

Q51 Your Mechanical Turk completion code is: btr211

End of Block: Access Type

Start of Block: Conclusion

T4 **Thank you for completing the Bridgetown Research Public News Usage and Trust survey!**

Once you click the → button, your responses will be recorded and added to the data being used by Bridgetown Research to investigate new methods of bridging gaps between news outlets and the communities they serve.

This survey is part of a mixed method study being conducted by graduate researchers enrolled in the University of Oregon School of Journalism and Communication's Portland-based Strategic Communication program.

If you have any questions about this survey or would like to know more about the study, you may contact the lead graduate researcher, Keegan Clements-Housser, at keeganc@uoregon.edu. You may also contact the project's faculty advisor, Dr. Kim Sheehan, at ksheehan@uoregon.edu.

Thank you again for your participation! Please click the → button to complete the survey.

End of Block: Conclusion