



Meet Me at the Cracker Barrel

Date



STAR'S O PIERPONT

REDNECK CAMPER



Michael 'Catman' Gamble



"Buck 'em Cowboy"



The New Imperative

- ❖ How do we honor the participatory culture and bring users to our (digital) cracker barrel?

Lessons from Hannibal



The Rise of Social Media

- ❖ Internet uses are shifting from traditional online sources to social media with sharing across multiple platforms.
- ❖ Using social media to promote / share content.
- ❖ Social networks as “massive engines of recommendation.”

The New Cracker Barrel

- ❖ Social media, social media, social media.
- ❖ “Social networking sites are changing the way people navigate the information landscape and share and consume media.”
-- David Gelles, FT.com



Ideas

Experiments

Research

Topics

News

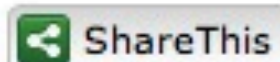
Blog

Events

Community engagement

A practical conversation for newsrooms

BY JOY MAYER ON AUGUST 15, 2011 1 COMMENT



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An introduction from Joy Mayer, Reynolds Journalism Institute

There is a general understanding among journalists these days that flourishing in today's media landscape involves more interaction with and responsiveness to our communities. Community engagement is often cited in future-of-news conversations as a key to continued success. Nine out of 10 editors in a [Spring 2011 Reynolds Journalism Institute survey](#) said they were talking in their newsrooms about how to make the news more social and participatory. The survey reinforced, however, that editors aren't sure what exactly that means or how to go about it.



This discussion guide is an attempt to help get folks started.

Joy's digital scrapbook

- ❖ 'It's less about clipping things out and putting them in scrapbooks and more about sharing.'
- ❖ Inviting the public to submit content.

Joy's key findings

- ❖ Community newspaper editors are tuned into engagement as good business and vital to their newspapers' survival.
- ❖ But ... editors often have a narrow view of what engagement means and they're often uncertain how to go about it.

Looking ahead

- ❖ 44 percent expect engagement with their communities to increase during the next year.
- ❖ 'More of the readers are looking at the newspaper as something they own.'

Dialing into the conversation

- ❖ 84 percent rated “conversation with community” as very important or important.
- ❖ ‘The future is going to be interactive and that means conversation.’

UX

- ❖ 'Social media' is morphing into the even broader concept of 'user experience.'
- ❖ Users come to the web with an expectation of interaction.
- ❖ -- Cindy Royal, Texas State University

Got interactivity?

