Public Abstract

First Name:Caroline

Middle Name:F.

Last Name:Bauman

Adviser's First Name:Ryan J.

Adviser's Last Name:Thomas

Co-Adviser's First Name:

Co-Adviser's Last Name:

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Department:Journalism

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Title:How Journalists Shift Toward Engaging Historically Marginalized Communities in the Digital Age

American journalism's history with marginalized communities — defined in this study as low-income residents and minorities — is not favorable, and current readership statistics reveal how damaging those trends have been for the industry. If journalists believe that news-consumption leads to more-informed people and to a better functioning democracy, then it is up to journalists to make the first move toward inviting untypical readers into the news-making process. This qualitative research study interviewed nine journalists within nonprofit or startup newsrooms about the unique ways they are seeking out historically marginalized communities through new engagement tactics. This study reveals why the journalists' changes in routines are significant for the industry and society, as well as highlights why these journalists believe engagement tactics can create a more stable financial future for journalism.