U.S. newsroom employees
2004: 54,000
2014: 33,000.

Newsroom employment continues to fall

"State of the News Media 2010"

PEW RESEARCH CENTER
Where do Americans get their news?

About four-in-ten Americans often get news online

% of U.S. adults who often get news on each platform

- TV: Cable, local, network nightly
  - 57%
- Online: Social media, websites/apps
  - 38%
- Radio
  - 25%
- Print newspapers
  - 20%

% of each age group who often get news on each platform

<table>
<thead>
<tr>
<th>Age Group</th>
<th>TV</th>
<th>Online</th>
<th>Radio</th>
<th>Print newspapers</th>
</tr>
</thead>
<tbody>
<tr>
<td>18–29</td>
<td>27%</td>
<td>50</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>30–49</td>
<td>45%</td>
<td>49</td>
<td>27</td>
<td>10</td>
</tr>
<tr>
<td>50–64</td>
<td>72%</td>
<td>29</td>
<td>29</td>
<td>23</td>
</tr>
<tr>
<td>65+</td>
<td>85%</td>
<td>20</td>
<td>24</td>
<td>48</td>
</tr>
</tbody>
</table>

Note: Just 1% said they never got news on any platform (not shown).
“The Modern News Consumer”
PEW RESEARCH CENTER
Social media sites are an important news source

About 6-in-10 Americans get news from social media

% of U.S. adults who get news on a social networking site...

“News Use Across Social Media Platforms 2016”
PEW RESEARCH CENTER
Serious journalism is growing, on new platforms

Podcast audience rising

About one-third of Americans now say they have listened to a podcast

% of U.S. population ages 12 or older who have ever listened to a podcast

Interest in crowdfunded journalism grows over time

Number of funded journalism projects by year

Note: Edison's survey is conducted in January and February of each year.
Source: Edison Research.
"State of the News Media 2016"

PEW RESEARCH CENTER
So what does this mean for me?

• Lesser role of “legacy” media

• Proliferation of new outlets (many with a “voice”)

• Accelerating pace
A field guide to journalists

• Journalists are curious generalists

• Short deadlines, so get to the point: What’s the story?

• Fond of milestones and anniversaries (for example, Equal Pay Day happens every year)

• Favor narratives of conflict and change – who or what is up or down

• Shun “may” or “could” or other uncertainty
Talking or writing for media audiences

• Present your key finding first; no throat-clearing. Save methodology for the footnotes (then delete the footnotes)

• Paint the big picture, and show where your work fits in

• Keep sentences short, or vary the length

• Make a key point and step back. Don’t try to do too much

• Everyday English, active voice, no acronyms

• When talking about numbers, use very few and put them in context: “This group grew moderately, about 5% a year”
If a journalist contacts you...

• Respond quickly
• Look them up before doing an interview or writing an op-ed, and decline if they don’t seem like a good fit
• Find out what they want: A quote? One number? A long interview? General background on a topic?
• Keep 25-word talking points handy
• Even if you can’t help, suggest someone else who might (and thus become a trusted source)
• Your university media office can be your friend (get on their experts list)
During the interview (via phone, email, Skype, etc.)

• Everything you say could be quoted—so think about personal disclosure
• Be prepared to be asked: What surprised you?”
• Answer the question you want to answer (reframe)
• Hold your ground on being uncertain
• If you don’t agree with a premise, say so, and move on
• “Is there anything I haven’t asked you?”
• You can ask them to read back your quotes – but not the story
• Offer off-hours contact information, in case of editing questions later
Afterwards

What about errors?

• If an online story goes up first, read it carefully for errors, to prevent them in the print edition

• Protest substantive errors, but try to forgive word choices you dislike or smaller matters

• Tweet the story, and retweet their tweet

Track your media presence

May 4, 2017
www.pewresearch.org
A few things about Twitter

Why be on Twitter?

• Is used by journalists, so they might see you there
• Lets you control your message
• Helps you build a community of other interested researchers
• Can alert you to developments in your field

Be part of the conversation

Sarah Kliff @sarahkliff · 12m
Interesting wrinkle - MacArthur says they'll close the exemption for Congress, only do it "after" the amendment passes.

Alison Kodjak @alkodjakNPR
Congressional aide says they will offer separate legislation to fix AFTER this passes. twitter.com/sarahkliff/status/862317492215655680

Aram Roston @AramRoston · 21m
Another effort at repealing Obamacare. This time for real. buzzfeed.com/paulmcleod/the... via @pdmcleod

The Republican Obamacare Replacement Bill Is Back. But Maybe For...
A quick guide to getting started

- Find journalists you like and follow them. Retweet their stories
- To figure out who to follow, who do people you admire follow?
- Tweets with charts, photos or other media attract more attention (and don’t count toward the 140-character limit)
- Hashtags useful for events (e.g. #PAA2017)
- To join the conversation, add a relevant comment based on your expertise.
Thank you!

D’Vera Cohn  
Senior writer/editor  
Pew Research Center  
dcohn@pewresearch.org  
@allthingscensus
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**Major research areas:**
- U.S. politics and policy
- Journalism and media
- Internet, science and technology
- Religion and public life
- Hispanic trends
- Global attitudes and trends
- Social and demographic trends
- Research methodology

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