

Beyond the webpage: Channels and formats

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Journalism exists in the context of its audience

Audiences

Different **products**, in different **formats**,
distributed via different **channels**
have their unique value propositions.

They can coexist, serving different
audience segments, different **user needs**, in
different **moments** of the day.

User needs

An editorial (but also audience and product) trend, pioneered by Dmitry Shishkin when he was working at the BBC World Service in 2016.

He described user needs as:

“you tell a story you want to tell, but you do it from the angle your audience values - as simple as that.”

“Those newsrooms that adopted a user needs-based content strategy are more effective internally and distinctive externally.

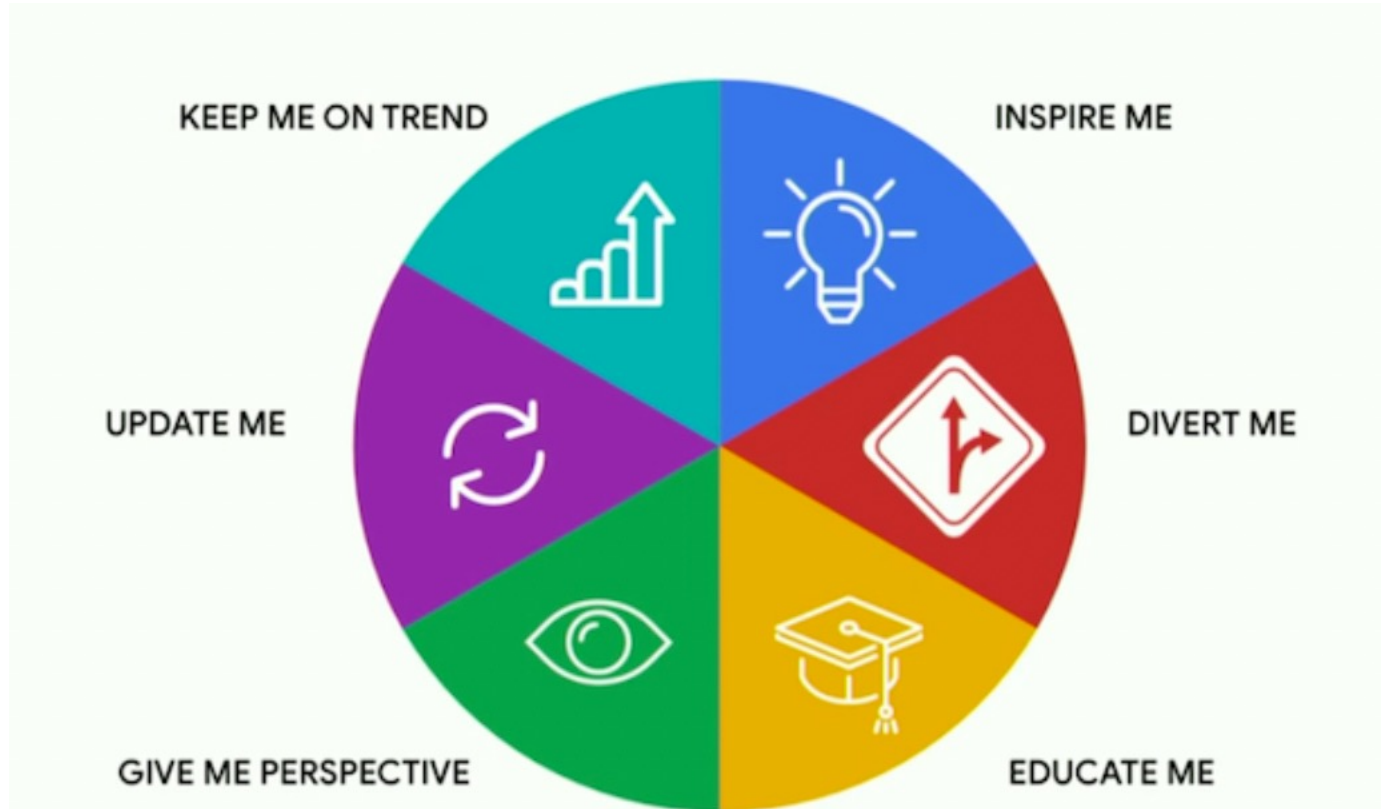
They produce less unneeded content, gain more audience, and engage it better - in short, they really utilise their product-market fit.

Media organisations that are aware of why they exist in the market, what their USP is, and how to serve their niche audience better win, and those that don't first drift and ultimately lose.”

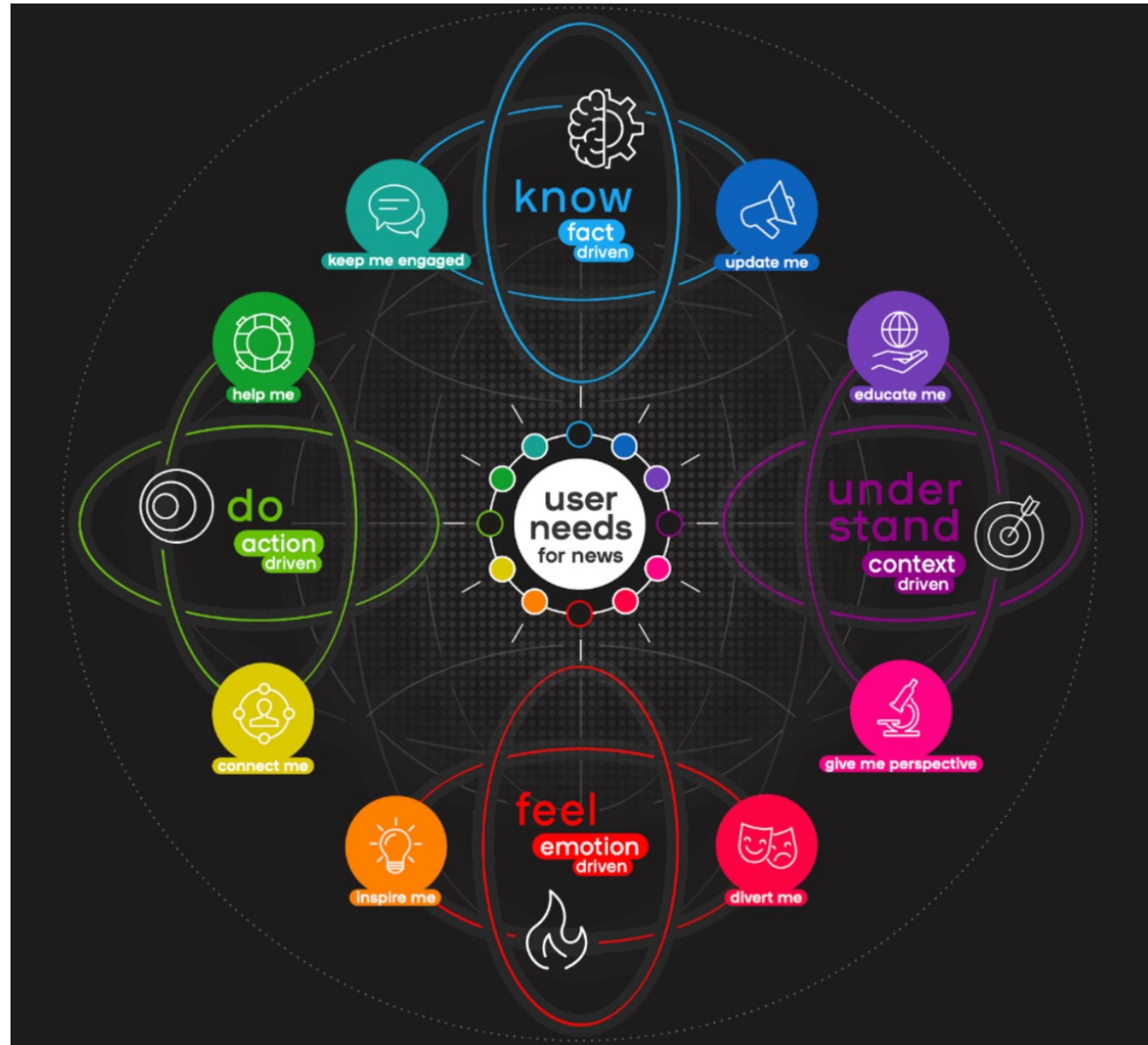
Dmitry Shishkin

Let's see some examples

BBC's World Service user needs



The new model



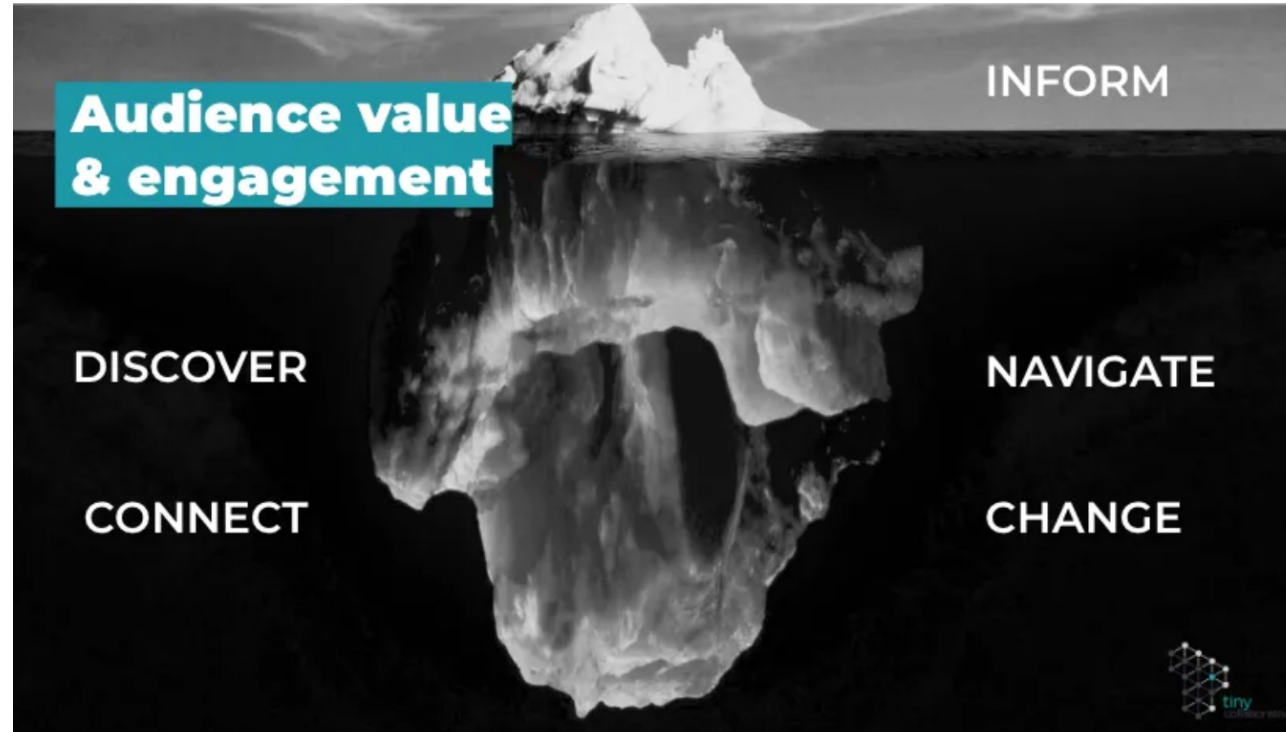
The Atlantic

Reader & listener needs



- Give me deeper clarity & context
- Help me discover new ideas
- Challenge my assumptions
- Let me take a meaningful break
- Introduce me to writers at the top of their craft

KPCC/Laist's Modes



Developed by Tran Ha/Tiny Collaborative for KPCC/LAist

Discover, driven by: Curiosity

Connect, driven by: Isolation

Navigate, driven by: Confusion

Change, driven by: Dissatisfaction or Concern

Back to products,
formats and channels:
let's see some examples

Explainers

BBC News

Website and YouTube

60 seconds



EU elections
How do they work?

BBC News

YouTube
2mins 30seconds



BBC News – Ros Atkins on...



The image shows a YouTube video player interface. At the top, there is a dark header with the YouTube logo and a search bar. The video content area displays a man in a dark suit and blue shirt, identified as Ros Atkins, speaking in a modern, brightly lit interior with a spiral staircase in the background. The BBC logo is visible in the top left corner of the video frame. Below the video, there is a progress bar showing 0:03 / 8:53. A description bar below the video states: "BBC is a British public broadcast service. [Wikipedia](#)". The video title is "What is London's controversial Ulez expansion? - BBC News". At the bottom, the channel name "BBC News" is displayed with a verified checkmark, 14.6M subscribers, and a "Subscribe" button. To the right of the channel name are icons for likes (428), dislikes, share, download, and a menu icon.

YouTube GB Search

BBC

SUBSCRIBE

0:03 / 8:53

BBC is a British public broadcast service. [Wikipedia](#)

What is London's controversial Ulez expansion? - BBC News

BBC News ✓ 14.6M subscribers

Subscribe

428

Share

Download

WHO, Viral Facts Africa

Instagram



Fact-checking

MediaWise, Teen Fact-Checking Newsroom

TikTok and YouTube



Teen Fact-Checking Newsroom (TFCN): its purpose is to help young people sort out what is fact from fiction.

All the reporters are mostly 13 through 21 years old.

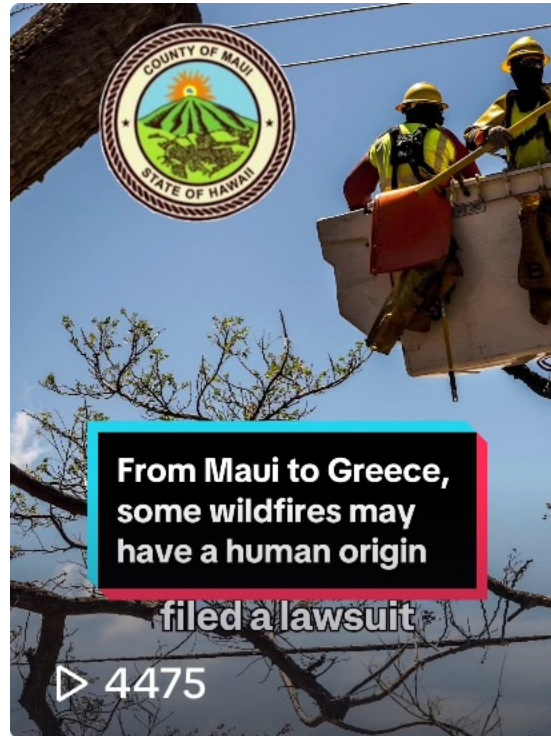
They are now partnering with Agência Lupa in Brazil and Deutsche Presse-Agentur (DPA) in Germany.

More here: <https://reutersinstitute.politics.ox.ac.uk/news/how-newsroom-teens-fact-checking-news-their-generation-brazil>

Short-form videos

The News Movements

TikTok



The Economist

TikTok



The videos are primarily made for TikTok, but the content also gets repurposed to Instagram Reels, YouTube Shorts, LinkedIn and X (formerly Twitter).

Key staff guidelines: No dancing TikTok videos

- Simple, concise explanations of tough questions, with clever graphics, and clear narration.
- Irreverent wit and personality. “It is possible to have a personality without having a person.”
- Sticking to core pillars of coverage – Geopolitics, economics, finance, profiles of world leaders, science, tech, and data, but also executing quirky stories.
- Commission according to clear content strands. The brand has eight playlists on its TikTok account – People you should know; Did you know...?; Secret Economies; Economics explained; Geopolitics explained; War in Ukraine; Reading recommendations; and Political cartoons.

More here: <https://wan-ifra.org/2023/08/how-short-form-video-is-helping-the-economist-gain-young-users/>

Games

Reporters Without Borders

Minecraft



Long Beach Post (California)

Minecraft

NEWS

We built Long Beach in Minecraft. Play with us!



by Valerie Osier

May 18, 2020

Updated May 20, 2020



Rainbow Lagoon and a big lot that we can do anything with.

More here: <https://www.lenfestinstitute.org/solution-set/how-the-long-beach-post-used-minecraft-to-reach-younger-audiences-during-the-pandemic/>

Newsletters

Limited series: WSJ's Challenge series

- Limited-time, from 4 to 6 weeks of emails
- A finite-product, using ever-green content
- Some journey for every reader, no matter when they sign up

WSJ Healthy Habits Challenge

A four-week course from WSJ's Health & Wellness team with science-backed tips to improve your sleep, eating and more.

WSJ Networking Challenge

A five-week challenge from the WSJ careers and work team designed to boost your network and make the connections that matter.

WSJ Fitness Challenge

A six-week program of exercises designed by an NBA sports performance coach for all skill levels that can be done almost anywhere, and delivered to your email inbox.

WSJ Money Challenge

A six-week course designed by the WSJ personal finance team to help you improve your knowledge of your finances, delivered to your email inbox.

WSJ Investing Challenge

A five-part course from WSJ columnists to introduce you to the basics of investing, delivered to your email inbox.

Audio /
Podcasts

Podcasts in Africa

Podcasting is becoming increasingly popular in Africa, attracting young audiences in search of new ideas and captivating stories.

“Radio is still widely consumed in Africa and podcasting is an extension of this,” says Molly Jensen, CEO of Afripods, a pan-African podcast hosting platform headquartered in Nairobi.

The medium has created spaces for people who have often been excluded or misrepresented in the mainstream media.

Some of the pioneering podcasts in the continent, for example, were queer-led or queer stories such as Afroqueer and The Spread.



Instagram

Will Media, Italy

In Cina un dissidente è scappato dal Paese in moto d'acqua
e altre storie dal mondo



1 2 3 4 5 6

1 Cina

In Cina un dissidente è scappato dal Paese in moto d'acqua

Si chiama Kwon Pyong, in passato **era stato incarcerato per aver criticato il governo cinese** ed è stato trovato dalle autorità della Corea del Sud mentre cercava di scappare dalla Cina

Pyong è scappato in questo modo perché le autorità cinesi non permettono ai dissidenti di lasciare la Cina



2 Stati Uniti

Questa è la prima foto segnaletica di un ex presidente degli Stati Uniti



È stata scattata nella prigione della contea di Fulton, in Georgia, dove l'ex presidente si è dovuto recare dopo **essere stato incriminato per aver tentato di interferire nelle elezioni presidenziali del 2020**

Si tratta della quarta incriminazione di Trump, che tuttavia resta il favorito tra gli elettori repubblicani in vista delle primarie che decideranno il candidato alle presidenziali del 2024

Fonte: Siena College/NY Times

3 Indonesia

A Giacarta i dipendenti pubblici lavoreranno due mesi in smart working per ridurre lo smog

A ordinario è stato il governo locale, che in questo modo vuole cercare di **diminuire il traffico**, che causa circa la metà dell'inquinamento dell'aria della città



Giacarta è una delle città **più inquinate del mondo** e sta sprofondando a causa di problemi strutturali e dell'aumento del livello medio dei mari

4 Regno Unito

Il British Museum ha scoperto che migliaia di suoi reperti sono stati rubati

Dal 2013 sarebbero **stati sottratti circa 2mila oggetti antichi**, che sarebbero poi stati anche venduti su Ebay. Non è ancora chiaro chi sia il responsabile, ma il museo ha fatto causa a un membro del suo personale



Il ministero della cultura della Grecia ha approfittato della notizia per chiedere la **restituzione dei fregi del tempio greco di Partenone**, accusando il museo di non poter garantire la sicurezza dei reperti

5 India

L'India ha battuto la Russia nella corsa alla Luna

Mentre la sonda lunare russa Luna-25 non è riuscita ad atterrare sul suolo lunare, pochi giorni dopo quella indiana **Chandrayaan-3** è riuscita nella missione



Alcuni cittadini indiani hanno pregato **Chandra**, la divinità hindu della Luna, da cui la sonda prende il nome

L'India è diventata così il **quarto Stato a far atterrare una sonda sulla Luna**, dopo Stati Uniti, Unione Sovietica e Cina

6 Cina

La Cina ha vietato l'importazione dei frutti di mare giapponesi

È successo dopo che il Giappone ha iniziato a rilasciare nell'Oceano Pacifico **più di un milione di tonnellate di acqua contaminata** dalla centrale nucleare di Fukushima



Tuttavia la Cina è stata accusata dal Giappone di ipocrisia, dato che le sue centrali nucleari rilasciano acque reflue con **livelli di radioattività più elevati di quelli riscontrati negli scarichi** della centrale giapponese

7 Stati Uniti

Questa donna è stata uccisa per aver esposto una bandiera LGBTQ+

Si chiamava Laura Ann Carleton ed è stata uccisa da un uomo che l'aveva più volte insultata e minacciata **per aver affisso una bandiera arcobaleno sulla vetrina del negozio di scarpe** di proprietà della donna a San Bernardino, in California



Secondo alcune stime*, tra giugno 2022 e aprile 2023 negli Stati Uniti sono state registrati **350 episodi di molestie o attacchi** nei confronti della comunità LGBTQ+

*Gay & Lesbian Alliance Against Defamation: Anti-Defamation League

Telegram

The Guardian

**The Guardian** 
13K subscribers

Search

August 27

**The Guardian**



Ukrainian pilot 'Juice' among three killed in jet collision, says Volodymyr Zelenskiy

Two L-39 training planes came down west of Kyiv, says air force, with Andriy Pilshchykov, advocate of Ukraine getting F-16s, among the dead

1.5K  01:31

Read on theguardian.com

**The Guardian**

Russia-Ukraine war at a glance: what we know on day 550 of the invasion

Kremlin orders Wagner fighters to sign oath of allegiance; three Ukrainian pilots die in mid-air collision

1.4K  01:41

Read on theguardian.com

**The Guardian** 
@guardian

13K
Subscribers

2.04K
Photos

2.13K
Links

Latest coverage of the Russia-Ukraine war

 **DOWNLOAD TELEGRAM**

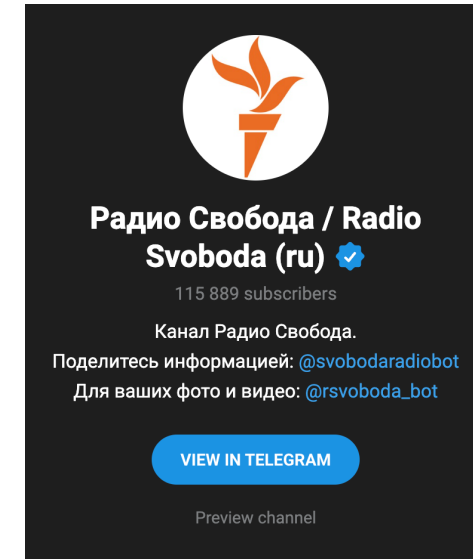
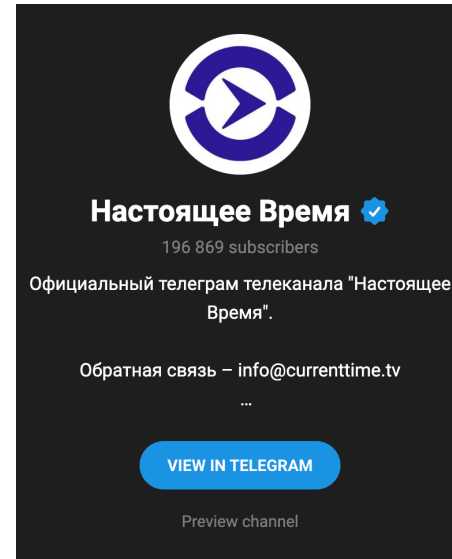
[About](#) [Blog](#) [Apps](#) [Platform](#)

RFE/RL (!)

Mapping Journalism on social platforms



Q&A: How RFE/RL avoid censorship while building communities on Telegram



Next: let's put this into practice.

Audience Canvas exercise

RFE, Tbilisi, 30th August

