




Engaged Citizens Reporting

REPORTING WITH CITIZENS, NOT ON THEM



Lessons from the Media for All project

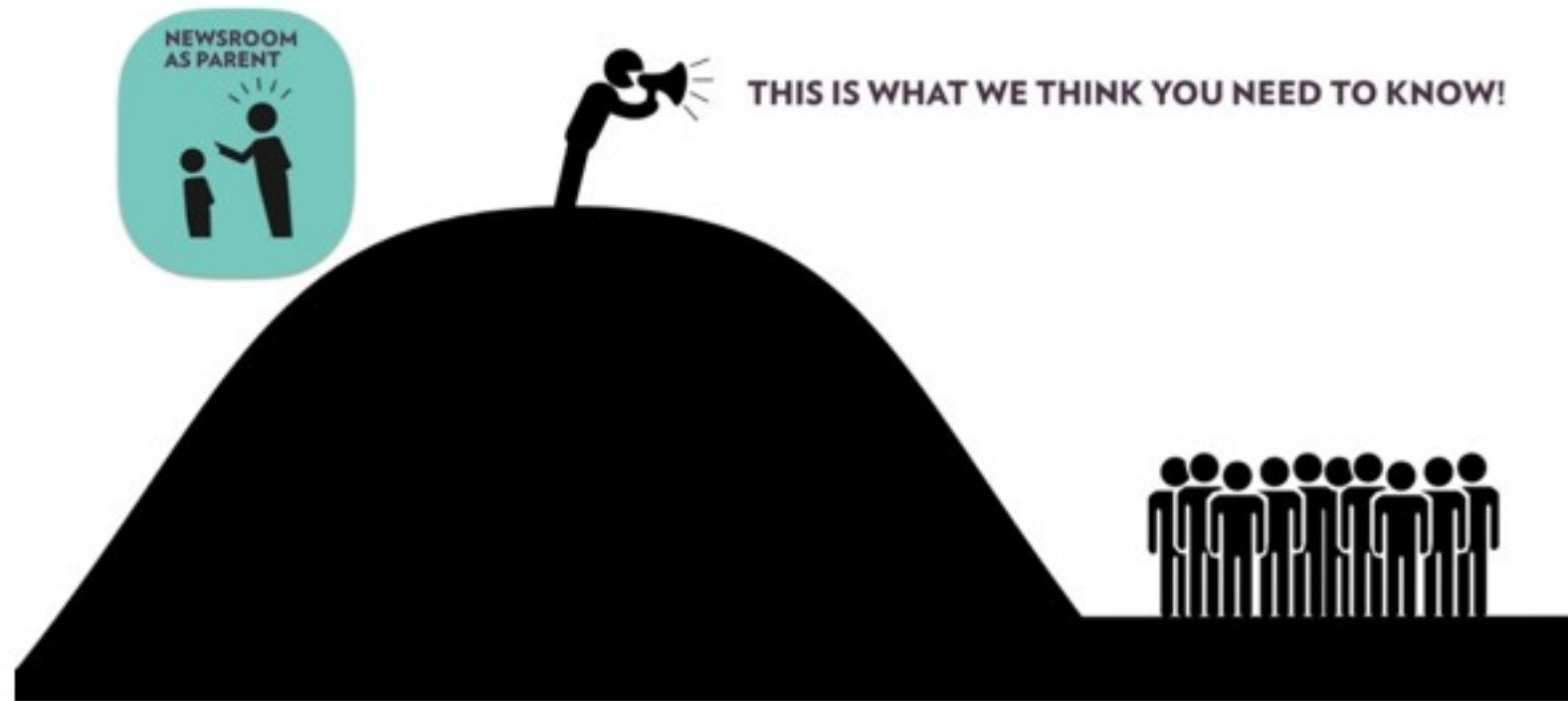
- Consortium: British Council, Thomson Foundation, INTRAC and BIRN
 - 51 media from six Western Balkan countries
 - Engaged Citizens Reporting Tool designed
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Major shifts in journalism

- Collaboration
- Social Media
- Engagement



Traditional Journalism Mindset



Public-Powered Mindset

WHAT DO YOU NOT KNOW THAT WE COULD FIND OUT FOR YOU?

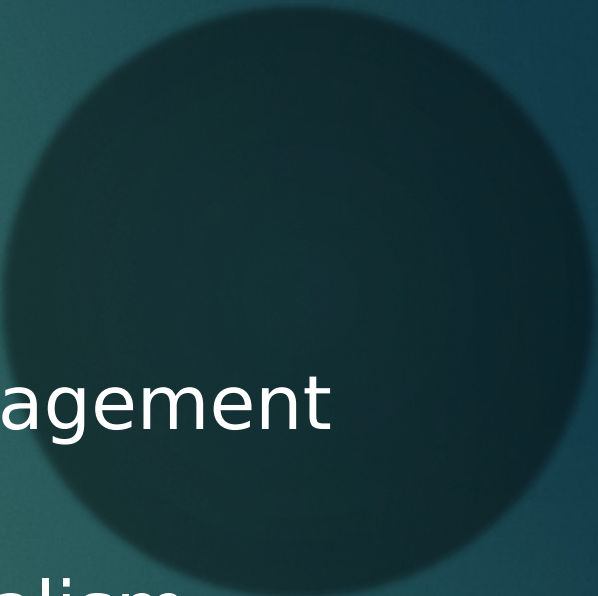




What do you know and how can you help us
investigate something in public interest?

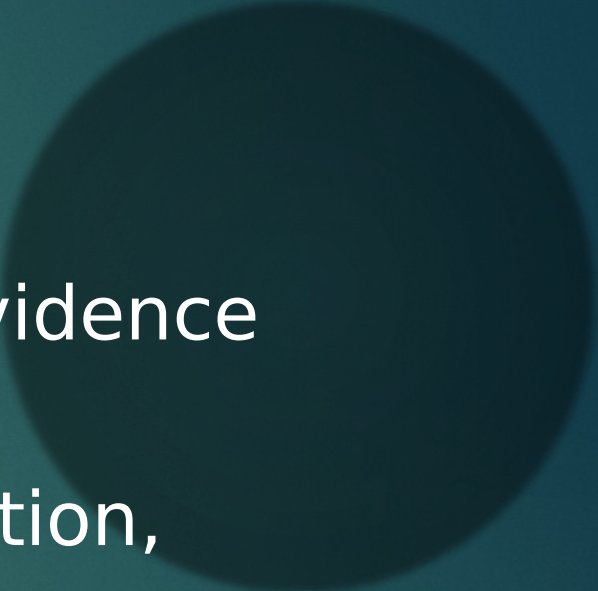


Concept of engaged citizens reporting, ECR

- Citizens engagement \neq audience engagement
 - Citizens engagement \neq citizens journalism
 - Reporting *with* the citizens rather than *on* them
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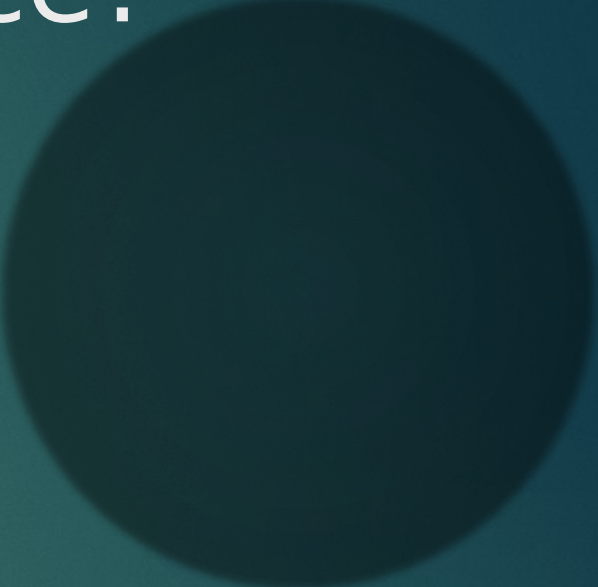


Different forms of engagement

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- Citizens suggesting stories, leaking evidence
 - Media crowdsourcing existing information, evidence, etc.
 - Media giving “tasks” to citizens



How does it work in practice?

- Callouts for engagement
 - Results collection and analysis
 - Verification and fact checking
 - Stories production
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Tool development and implementation

- Custom content management system designed
- Simple embedding






Tool is just the tool

- Stories matter, people matter
 - People like to be heard
 - People like to be involved
 - People like to see the results
- 




Success stories and impact

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- ➔ Great response rates vs quality input
 - ➔ Same stories, different results
 - ➔ Citizens engagement leads to impact



Lessons learned

- Callouts ≠ opinion polls
 - Stories behind and beyond the numbers
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Not every story is an engagement story

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- We might be wrong about what interests people
 - Key question: what makes people angry

**Question
s?**

