Evolution of a Digital Producer

HOW TRADITIONAL AND DIGITAL JOURNALISTS INTERPRET COLLABORATION IN LOCAL NEWSROOMS

ANDREA MOONEY, 2021 MASTER OF ARTS CANDIDATE

RESEARCH QUESTIONS

This research project set out to learn how traditional and digital journalists in traditional local newsrooms perceive the role of and work with digital producers to ideate, create, publish and distribute news that keeps their communities informed. Collaboration was measured by focusing on these core concepts:

★ Function: How do traditional and digital journalists define the role of digital producers? How does each type of journalist collaborate with the other to publish content online?

★ Cooperation: Where does traditional and digital journalist work intersect? How is collaboration perceived on both sides?

★ Audience: What goals and key performance indicators do traditional and digital journalists work to achieve? Are the goals the same? How do these goals help or hinder collaboration across a newsroom?

MIXED METHODS APPROACH

- Online Survey
- Semi-Structured Interviews

WHAT DOES A DIGITAL PRODUCER DO?

The primary tasks for the digital producer role can be summed up in three categories: repurposing, packaging and original content creation.

Survey results indicate the primary tasks of a digital producer are focused on digital-first tasks while semi-structured interview results indicated a large amount of time is spent publishing and repurposing traditional media online.

DIGITAL PRODUCER ROLES IN TRADITIONAL NEWSROOMS

Newsrooms can augment roles and processes to boost collaboration focusing on these aspects of work:

- Initiator of digital discussions
- Coordinator of digital work
- Facilitator of digital best practices
- Teacher of digital technologies
- Evangelist for digital adoption

CONCLUSION

As news consumption growth on digital channels continues to rise, all journalists must consider digital aspects of their work as their responsibilities when digital channels continue to rise, all journalists must consider digital aspects of their work as their primary aspects of their work as their work becomes a time when traditional and digital responsibilities are no longer separate roles, but part of all journalists' responsibilities when creating, publishing and distributing news that keeps their communities informed.