

Are email newsletters the future for digital journalism?

blogs.lse.ac.uk/polis/2016/01/25/are-email-newsletters-the-future-for-digital-journalism/

2016-1-25

A new report by Polis/ Journalistfonden fellow Charlotte Fagerlund asks whether overlooking the 'old' technology of email is a missed opportunity for news organisations looking for ways to build their online audience.

The report, [Back the Future- Email Newsletters as a Digital Channel for Journalism](#) by Swedish journalist [Charlotte Fagerlund](#) and supported by Swedish [Journalistfonden](#), offers a snapshot of news organisations who are currently using newsletter emails effectively and identifies pitfalls and best practice.

It shows how:

- Journalists today have a multitude of ways to get their work to the audience and there has never been more choice for the consumer and so the competition for their attention has never been more intense.
- Email is used more than social media on smart phones by a majority of people so there is still potential growth in this area for journalists to improve reach.
- How you design and distribute your newsletter is vital and the report offers some excellent strategic and detailed insights.
- Market saturation may be on the horizon but there is still room to grow demand from audiences, particularly in the UK

Even if you are not considering using newsletters the report is a fascinating example of how we need to keep thinking with open minds about the tools of the networked journalist's trade. As the digital ecology evolves it sometimes pays to go back to basics and adapt relatively old ideas for new times.

[DOWNLOAD THE REPORT](#)



"Twily my shobiny" @kissaloveyou



Forward to a friend

THINGS TO DO THIS WEEKEND

First Dates, meet a comedian and go to the circus.



Gigi's back
Collette's nemesis Gigi, about a young Parisian woman being groomed for life as a courtesan, was adapted for the stage in 1911. Nearly sixty years on from its last London performance, the play is back on stage this weekend. [Click](#) 11 November, Tue-Sat, 7.30pm, Sun, Jan. 4.11, The Trafalgar, 2 Park Road, E1



She did what?
Controversial, evasive, gaffe-prone and somewhat loose together in La Biennale, a wild and wild costume show. Performed in the Spiegelpalast on the South Bank, it's an up-close, theatrical experience. [Click](#) 17 November, 8pm, 9pm, 11.15pm, La Biennale, 200 Whitehall, London, SW1A 2AL



Go to Tokyo
Tokyo Nights is an eight-week pop up bar, celebrating Japanese food and culture. Designed to replicate the backstreets of Tokyo, there will be bars, izakaya (Japanese bars), live, a live band. [Click](#) 17-20 November, 7pm-11pm, 100 Whitehall, London, SW1A 2AL

[Back to Sign Up](#)



COMPETITION
WIN £500 OF DESIGNER SHOPPING VOUCHERS WITH

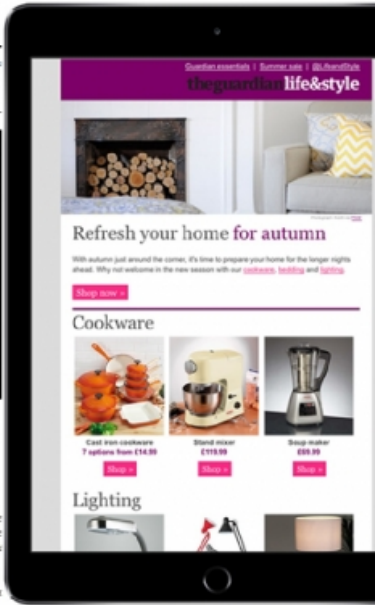


Donald J. Trump spoke during a campaign event in Fort Dodge, Iowa, on Thursday. Scott Olson/Getty Images

Trump Asks Iowa a Question About Its Support of Carson

By MAGGIE HADFIELD

Good morning. The lead newsletter item on this Friday was going to be about the Democrats, and how they will gather on Saturday for their second official debate. We were to tell you the results of a new New York Times/CBS poll showing voters looking at Hillary Rodham Clinton as a more steady choice over Senator Bernie Sanders of Vermont, and what effect, if any, that may have had on the candidates' debate strategies. But then Donald J. Trump took a stage in Iowa's Thursday night and, well, you'll see.



SHARE THIS

the Washington Post



Skimm for November 13th

Skimm'd over today:

QUOTE OF THE DAY

We are on a one-year payment plan for the painting if we had to pay cash-upfront, that would be a little difficult for us. — The couple who spent [\\$200 million to rebuild](#) the American Hotel/Grand at an auction last week. They paid with American Express. For the points.

SKIMM THIS

MANHUNT

THE STORY

Authorities sealed a Paris suburb this morning in the hunt for terrorists involved in the recent attacks.

CATCH ME IF:

French President Hollande has said [there is no possibility](#) for last Friday's coordinated terror attacks in Paris that left 130 people dead and more than 300 injured. Seven of the attackers died and there has been an [EU-wide manhunt](#) going on for two other suspects.

WHAT HAPPENED THIS MORNING?

[Police asked an airport](#) looking for those involved in the attacks. At least two people were held, including a woman who later turned up, and seven people were arrested. Officials really wanted to find [Sophtoung Chantana](#), the Belgian guy who they think organized the attacks. Unclear if they did.

ANYTHING ELSE?

Yesterday, two Air France planes going from the US to Paris were [diverted](#) because of bomb threats. Nothing was found on board either of them. Also yesterday, [Google](#) [said](#) it will be the first to provide a [visa](#) for Syrian refugees. There's because one of the Paris attackers may have used a [visa](#) to get into the EU along with other refugees, and Ryan's worried about security risks. This comes after earlier this week, [accused](#) [Syrian](#) [refugees](#) [used](#) [hard](#) [copies](#) [to](#) [travel](#) [to](#) [Syria](#) [refugees](#) [for](#) [the](#) [same](#) [reason](#). [Police](#) [are](#) [worried](#) [as](#) [if](#) [that](#) [this](#) [could](#) [lead](#) [to](#) [more](#) [attacks](#) [and](#) [that](#) [is](#) [not](#) [what](#) [they](#) [want](#) [to](#) [see](#).

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Manage my newsletters & alerts

Browse All Newsletters & Alerts

Show

- Most Popular
- News Alerts
- Politics & Government
- Opinion
- Local
- Sports
- Business & Tech
- Lifestyle
- Entertainment
- Family & Living



National & Political Alerts

Major national and political news as it breaks.

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A weekly tipsheet for those who love to get away both near and far.

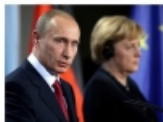
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Carolyn Hax

Don't miss Post advice columnist Carolyn Hax's latest column.

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Going Out Guide

What to do, where to eat, where to go in the Washington area.

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