# Marketplace Getting constructive stories published



**Handout**

**Impact of constructive journalism**

Data can help sway editors and media managers who are skeptical of stories with a constructive approach. Studies and anecdotal evidence (mostly in the US and Europe) show that audiences engage with constructive journalism pieces more deeply, which can boost revenue for news organizations.

* Constructive stories are shared more often than traditional ones.
* Surveys show that readers of solutions stories would read more articles from the newspaper in which the article appeared.
* Readers are more engaged with local constructive news stories.
* Constructive journalism can win over people who have lost trust in the news.
* News consumers spend more time with constructive stories and tend to spend more money on the news, especially when it comes to subscriptions.
* There are other indications of a connection between constructive journalism and stronger revenue streams for media outlets, but it’s hard to be conclusive yet.
* Foundations and donors are often interested in supporting constructive journalism.

Timeline

Description automatically generated

*Source: SmithGeiger*

Ein Bild, das Diagramm enthält.

Automatisch generierte Beschreibung