

# Abstracts

## *Sarah Beham: Trusting in Local Journalism – Editorial Methods towards Strengthening Trust*

The propagation of "System press" or "fake news" – is just one of several accusations made against journalists. Therefore, the question for editorial offices concerning what steps they can undertake to increase the trust of their readership is particularly important. The focus of this qualitative study is on local journalism, which is still highly trusted. In three workshops, twelve readers of a local newspaper and the editors themselves worked out suggestions for strengthening and winning trust. From the results it can be deduced that trust is ranked on the level of "journalists", "editor office/publisher" and "content". The factors "proximity", "participation" and "transparency" play a decisive role.

## *Jonas Schützeneder/Michael Graßl/Korbinian Klinghardt: Sunrise Instead of Townhall Discussion: A Content Analysis of German Local Newspapers on Instagram*

For years editorial offices of newspapers in Germany have been systematically expanding their content and teams in the field of social media. However, over recent years social media usage has undergone radical change. Facebook has lost its dominant position and the young target group is increasingly active on Instagram. It is therefore of interest to investigate how local newspapers deal with this channel. This question is answered through a quantitative content analysis. It is shown thereby that many newspapers are still lacking a clear social media strategy. Basic journalistic standards, such as the naming of image and text authorship are not adhered to and with regard to the commercial exploitation of their own journalistic performance the potential is far from exhausted.

## *Anke Vehmeier: The Local Journalist Program of the Federal Center for Political Education (BPP) - Accomplishments and Perspectives*

Demography, traffic, education, culture, sports, local politics – all these are issues which take place locally and make the everyday work of local newsrooms so exciting and multi-faceted. Through their coverage of the news, local journalists render an important contribution towards providing orientation and the possibility of forming one's own opinion in times characterized by information overload and targeted fake news. Against this background the Federal Center for Political Education has been committed, through its local journalist program, to promoting qualitative, confident and professional journalism for more than 40 years. The goal: to strengthen democracy in Germany.

## *Klaus-Dieter Altmeyen/Hannah Brakelmann/Kira Drössler: Responsibility Through Non-Coverage – A Provocative Media Ethical Issue*

This article discusses suggestions for journalistic organizations, for journalists and for media management towards at least thinking about the option of non-coverage of news. Thereby, non-coverage implies neither concealment nor censorship. Its primary concern is to initiate a discussion regarding non-coverage and the sensibility, which is required, when making decisions related to non-coverage. One important basis for that is the analysis of the scope of responsibility for non-coverage and to integrate that into the decision to publish or not. For this purpose, the concept of responsibility as a multidimensional construct is introduced and various cases, with respect to non-coverage, are discussed.

## *Antonia Titze: Hashtag Concentration Camp? Concentration Camp Memorials and Social Media*

In the communication work of concentration camp memorials, places where almost 80 years ago the National Socialist ideology was transformed into horrific reality, social media have become firmly established. But how can the communications of concentration camp memorials be reconciled with the didactic mission of these sites? This question was considered through a qualitative content analysis of the Facebook and Instagram platforms of three concentration camp memorials: Auschwitz, Mauthausen and Neuengamme. It is also based on guideline interviews of the public relations staff behind the memorial accounts. All three of the evaluated locations are aware of the great importance of social media for their communication and pedagogical work and take them very seriously. In this respect, the demand for sufficient staff allocations for concentration camp memorials stand to reason, in order to adequately fulfill this important task.

## *Simon Wiggen: Alexa: Something Good for Me! How the Diocese of Essen Attempts to Reach New Target Groups with the Virtual Assistant*

At the beginning of Lent in 2019 the diocese Essen published its first own Alexa skill, an app for the virtual assistant Alexa offered by Amazon. This skill allows the users to have the radio program “Church in 1Live” („Kirche in 1Live“) played for them on demand, depending on his/her mood or disposition. The users should use “Something Good for Me” provided by the virtual assistant with a good feeling and then, hopefully, feel even better afterwards. The first results are positive, because the skill being offered appeals to people who otherwise have no point of contact to pastoral care in parishes or congregations.

# Vorschau

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