

Appendix A

Survey invitation sent from the researcher

Hi Mary,

I'm Dr. Logan Molyneux, a journalism professor and researcher at Temple University. My colleagues and I are conducting research about the audience for news. As a former journalist myself, I'm interested to know how journalists think about and interact with their audiences, and I'd like your help answering some survey questions.

This 10-minute survey asks you to tell us about your audience and some of the ways you communicate with them. Would you be willing to share your experiences by taking the survey linked below?

Take the Survey *[hyperlinked]*

Or copy and paste the URL below into your internet browser:

[Survey URL]

Should you choose to complete the survey, I'd like to offer a token of my thanks. All those who participate can choose to be entered in a drawing for one of ten \$50 Amazon gift cards, which can also be donated to SPJ. We're confident our project will help journalists learn about audience engagement.

If you do not wish to participate, please click here to opt out:

[Opt-out URL]

Best,

[signature]

Appendix B

Survey invitation signed by non-researcher

Hi Mary,

I'm David Boardman, dean of Klein College of Media and Communication at Temple University. I'm also the former executive editor of the Seattle Times and chair of the Lenfest Institute for Journalism. I'm writing in support of research led by Logan Molyneux, from whom you may have received a survey invitation.

From one journalist to another, I urge you to consider participating in this valuable research. These researchers are studying how journalists think about and interact with their audiences at a time when the boundaries of journalism are blurring. This study will inform our understanding of journalists' changing work and journalism's democratic mission in today's world.

I know your time is precious, but would you be willing to share your experiences by taking the 10-minute survey linked below?

Take the Survey *[hyperlinked]*

Or copy and paste the URL below into your internet browser:

[survey URL]

If you'd like to opt out, please use the link below.

[opt-out URL]

Should you have any questions about this survey, I invite you to contact Dr. Molyneux. And feel free to check out what else we are doing here at Klein College!

Thank you very much for your consideration.

[signature]