

HuffPost's Listen to America Tour



Engagement Journalism for Editorial Strategy

LISTEN TO AMERICA TOUR: The Project

A ROADTRIP ACROSS THE COUNTRY

In 2017, **HuffPost** led an incredibly insightful and successful ‘Listen to America’ tour, where we traveled across the country to hear from **real people** about the issues that mattered most to them. We shined a light on what is important to everyday Americans and discovered there is more that unites us than divides us.

- 26 cities
- 1,700+ interviews completed
- 300+ content pieces
- 6M+ Page Views and 5M+ Unique Visitors
- 50,000 ‘Listen to America’ newsletter signups
- 180+ press mentions earned
- 100K HuffPost app downloads



LISTEN TO AMERICA TOUR: The Outcomes

By listening, we were able to understand what they cared about most. We took all of the interviews and had them transcribed and analyzed by Hattaway Communications, a research firm. They were able to determine that the following topics were most present on the minds of Americans:

- Housing
- Tourism
- Education
- Taxes
- Crime
- Inequality
- Race
- The Economy



In late 2017, HuffPost hit the road with a simple mission: to listen to the country. Hundreds of people shared the issues they are confronting in their daily lives. Their words are being turned into a critical — and useful — conversation. Choose a category below

LISTEN TO AMERICA TALK ABOUT

HOUSING CRIME
TOURISM INEQUALITY
EDUCATION ECONOMY
TAXES RACE

Credits

LISTEN TO AMERICA TOUR: The Outcomes

Inside of these leading topics, we heard a plea for information about budgets, mental health and health care, and parenting.

These conversations found the bedrock for **HuffPost Life**, a service journalism section of HuffPost that answers readers most urgent questions on the personal issues that affect them most at home.

We also launched **HuffPost Personal**, a section of gripping first-person essays from people touching on the topics our readers care about most, especially identity, inequality, race and parenting.



Yukai Du for HuffPost

A HUFFPOST WELLNESS SERIES

You Should See Someone, A Guide To Doing Therapy

A global HuffPost project on everything you ever wanted to know about therapy, whether you've been once or 100 times.



HUFFPOST PERSONAL

My Toddler Wears a Leash. Here's What It Taught Me About Parenthood.

"I know in my bones that I would never leash a child of mine up like a 'leashholder'."

By Sarah Bateman, Guest Writer
May 28, 2022, 08:00 AM EDT



TRAVEL

15 Underrated National Parks You Should Visit

These parks in Minnesota, Colorado, Florida and other states are too often overlooked by travelers. Here's why you should add these spots to your bucket list.



WELLNESS

Still Have Lingering Congestion After Being Sick? Here's What To Do.

A cold, the flu or any virus can leave you sniffing long after the illness has run its course. This advice can help you get relief.



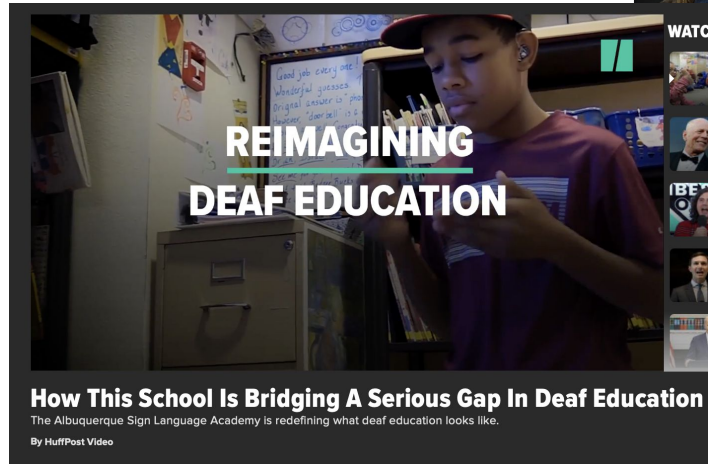
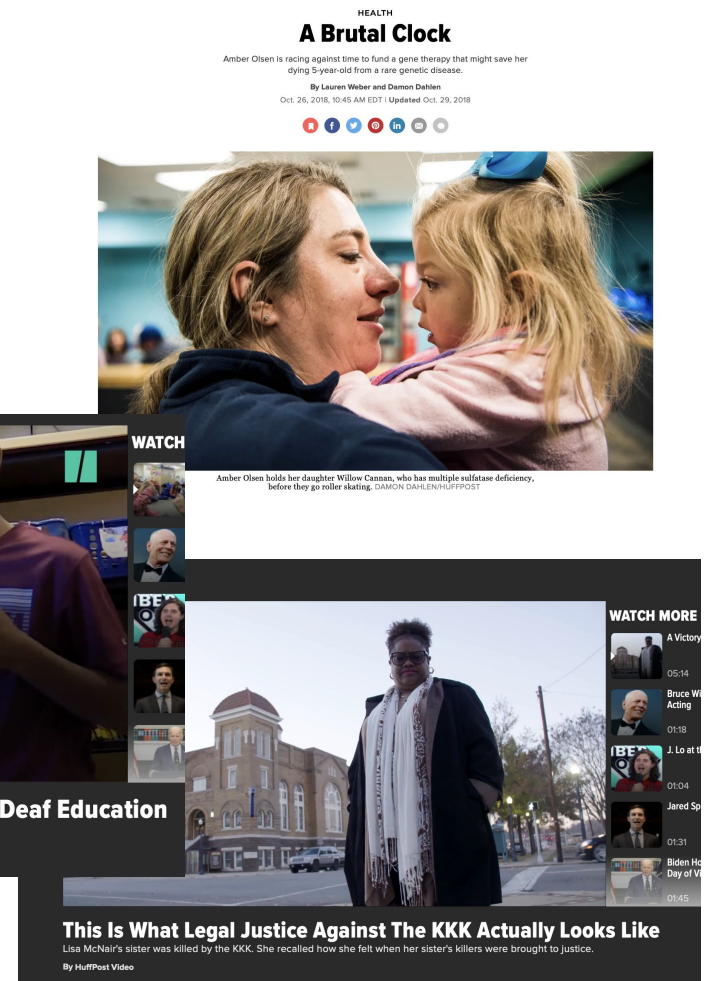
WELLNESS

BA.2 Symptoms Doctors Are Seeing The Most Right Now

The new omicron subvariant is now the dominant strain globally. Here are the signs to watch for.

LISTEN TO AMERICA TOUR: The Outcomes

We also found incredible original stories to pursue and engaged with communities that we were otherwise disconnected from. .



LISTEN TO AMERICA TOUR: Building Trust & More

Besides the journalism, the other benefits of this listening exercise were:

- Creating trust with our most loyal readers through direct engagement
- Growing our newsletter offering
- Creating a culture of listening at HuffPost that extended to management and work philosophy
- Staff bonding across reporting lines
- Career Development
- Travel!



Thank you!

