
Communication between editors and reporters: Feedback and coaching in Estonian dailies' newsrooms

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Abstract: The purpose of this study was to find out how much journalists receive and editors provide coaching and/or feedback and how. Empirical data were gathered by using a non-participant observation in a national daily newsroom and two participant observations in a national daily and in a local newspaper newsroom in Estonia – altogether 2 months and three days. The results showed that communication between experienced journalists and editors lacked constructive feedback and coaching. The editors tended to direct the work of a less experienced journalist; experienced journalists could work alone and decide independently how to solve situations within the news production process. All in all, not providing constructive feedback or coaching could have negative influences on journalists, especially when the working conditions are changing.

Keywords: journalist coaching; communication; content analysis; newsroom interactions; participant observation

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