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# The Rise of Curated Newsletters in Media: A Case Study of the New York Times

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## ABSTRACT

Nowadays, newsletters play a crucial role in digital media. This study aims to investigate the content curation strategies utilized in The New York Times newsletters, assessing curation techniques, sources, the temporal spans of the curated content, or the relationship between curation characteristics and newsletter models. The findings reveal a dominant utilization of summarization and commentary techniques, emphasizing informative journalistic styles. The research also contrasts the quality of newsletters from the NYT with those from other sources. In summary, this study illuminates the dynamic terrain of curated newsletters and their influence on reader engagement and retention.

## ARTICLE HISTORY

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Newsletters; content curation; journalism; digital media; The New York Times; information

## Introduction

Email newsletters are an old information product that predates the existence of the internet, which has been experiencing a period of great vitality and increasing proliferation in recent years (Carr 2014; Houston 2023; Jack 2016; Newman 2020; Santos and Peixinho 2017). Some studies even argue that newsletters were the precursors of the printed press in the eighteenth century, in the form of handwritten letters with selected, summarized, and hierarchically ordered (today we would say *curated*) content sent to recipients (Parcell 2011).

In recent years several academic studies of newsletters were published, including: McClaran (2017), Santos and Peixinho (2017), Rojas-Torrijos and González-Alba (2018), Santos-Silva and Granado (2019), Osório and Vieira (2021), Seely and Spillman (2021), Silva-Rodríguez (2021), Guallar et al. (2021b, 2022), Andringa (2022), Cascón-Katchadourian, Boté-Vericad, and Guallar (2022), Zilberstein (2022), Aji et al. (2023), Atreja et al. (2023),

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Lopezosa, Cascón-Katchadourian, and Guallar (2023), Kim et al. (2023), and Mondéjar (2024). These papers analyzed newsletters from media companies as well as independent newsletters, but none has yet comprehensively analyzed all newsletters offered by a single global reference media.

In addition to presenting the first analysis of all the newsletters of a major reference media such as The New York Times, this study places special emphasis on how the newspaper carries out content curation, taking into account aspects such as the different time ranges of curated content, the types of sources, or curation techniques. For this purpose, several parameters grouped in two dimensions have been analyzed: content and curation (Guallar et al. 2021b), presenting results in each of the analyzed sections and giving a score to rank the quality of the newsletters. Other issues such as authorship, subject matter, or the relationship established with users are also discussed, distinguishing between relational and functional newsletter models (Andringa 2022).

## Newsletters and Content Curation in Journalism

Newsletters are a means of information dissemination that maintain a clearly differentiated profile in the current media system, which has not been diminished by the rise of social networks, as was predicted in the last decade (Fagerlund 2016). Their use for journalistic or informational purposes has spread both by media companies, whether legacy or digital natives (Seely and Spillman 2021), and by publishers or freelance journalists (Zilberstein 2022). The Reuters Institute for the Study of Journalism's 2022 Digital News Report states that "email newsletters remain an important channel across countries, with an average of 17% [of the population] using them weekly. In the United States, 22% use newsletters or email alerts, with almost half of them (10%) saying it is their main way of accessing digital news" (Newman 2022, 46). Also in the United States, "8% of subscribers pay for a newsletter written by an individual journalist or influencer" (Newman 2023, 18).

For their part, freelance journalists see newsletters as the best way to reach their readers, which some authors consider to be a tactic typical of influencers (Lorenz n.d). They use them with three main objectives: to create a personality as an expert in a niche topic, to publish alternative texts to traditional media, and to find an interim solution in the absence of other opportunities (Zilberstein 2022). Atreja et al. (2023) point out these advantages of newsletters for freelance journalists: generating income with editorial freedom thanks to subscriptions; choosing their own stories and developing an identity as an author; adopting new writing styles and providing their particular vision on the news they select; developing their own personal brand and establishing a closer relationship with their audience.

Among the reasons that may explain the success of this new-old news bulletin format are some characteristics that differentiate it from other digital products today: in contrast to most digital information products, which are characterized by the presentation of endless and constantly updated content, newsletters are finite products, with limited content and defined limits, a beginning and an end (Suárez 2020). They help the reader to bring order to chaos (Carr 2014), since they present information in a hierarchical order, generally brief and synthetic, and selected according to the specific interests expressed by the subscriber. Another characteristic of newsletters is that they reach the recipient in the privacy of his or her email account (Pell 2021; Rourke 2021), creating a complicity and proximity with the audience that encourages their loyalty (Isaac 2019;

Santos-Silva and Granado 2019). Mondéjar states that newsletters are “an excellent way to create bonds and access the audience in an intimate way” (2024, 247).

Andringa (2022) has delved into the relationship between the author and the subscriber of a newsletter and distinguishes two models of it: functional and relational. Newsletters can be of one or the other or both (hybrid). The “functional” model is characterized by its focus on providing useful and relevant information to the audience. This model of newsletters usually has a very specific audience and does not encourage a direct author-subscriber relationship. An example would be newsletters that offer a selection of the main information of the day on a specific area. The “relational” model, on the other hand, focuses on building relationships with the audience through personal content and engagement practices. These newsletters seek higher levels of interaction with the audience. An example would be life-style newsletters that offer information about the author’s experiences.

A central aspect to highlight is that newsletters greatly facilitate news curation, which provides the subscriber with specific information on the topic of interest, duly elaborated, selected and contextualized (curated) according to the journalist-curator’s criteria (Rojas-Torrijos and González-Alba 2018; Silva-Rodríguez 2021). Content curation, which has been identified as a fundamental characteristic of quality journalism in the twenty-first century (Bradshaw 2013; Cui and Liu 2017), finds its best expression in newsletters.

Information curation is currently considered by some authors as a fundamental activity in the digital communication ecosystem (Bruns 2018; Thorson and Wells 2016). Thorson and Wells define it as “the production, selection, filtering, annotation, or framing of content” (2016, 310), and distinguish five types of curation according to the actors who carry it out: journalists, communication strategists, individual media users, human social networks (family, friends, colleagues), and algorithmic filters. This conceptual framework shows that curation can be practiced from different perspectives, the one that interests us most here being the first of the five categories, journalistic curation, specifically in the newsletters of The New York Times.

Seely and Spillman relate news curation to gatekeeping, and establish four common characteristics of newsletters: careful selection of relevant and attractive news; clear and concise presentation of content; eye-catching headlines and brief summaries; and inclusion of images or videos to enhance the reader’s experience. In their study, they also point out that for the media, newsletters aim to build user loyalty and increase the number of subscribers. They quote the head of email products at The New York Times, Lindsay Goddard: “the Times’ mission for newsletters is to ‘build meaningful relationships with readers by delivering our original, world-renowned journalism and product experiences straight to their inbox’” (Seely and Spillman 2021, 128). Kim et al. (2023) assert that email newsletters improve news reading habits and subscriptions, and also entice new subscribers and enhance subscriber retention.

For their part, Osorio and Vieira argue that curation makes it possible to speak of a new paradigm of the journalistic production process, pointing out that it helps “organize a world overloaded with information” and provides “a more contextual and explanatory journalism” (2021, 13). In order to carry out news curation, journalists incorporate into their activities both the role of information managers, thus gaining relevance in the management and organization of content (Upmanyu 2024), and the role of co-producers of content, networking and sharing (Weder, Kay and Rademacher 2023), becoming facilitators of public conversation.

Finally, Guallar et al. (2021a, 2022), Cascón-Katchadourian, Boté-Vericad, and Guallar (2022) and Lopezosa, Cascón-Katchadourian, and Guallar (2023) analyze in detail the characteristics and quality of content curation applied to various types of newsletters: in the first two studies, in media newsletters, and in the last two, in newsletters from independent authors, establishing quality rankings of the newsletters studied and observing some distinctions between them, such as those existing by type of media. For example, between legacy and pure digital media, there is a difference in the type of content curated in their newsletters, with greater use of external content and links to social networks in pure digital media newsletters as compared to legacy media.

## **Objectives, Material and Method**

### ***Objectives***

The aim of this article is to analyze how news curation is carried out in the newsletters of The New York Times.

In relation to this objective, the following research questions are asked:

RQ1: What are the characteristics of The New York Times newsletters in terms of access, frequency, subject matter, newsletter model, authorship and gender?

RQ2: What are the characteristics of content curation in the newspaper's newsletters?

RQ3: How do the characteristics of content curation relate to the subject area and the functional/relational newsletter model?

### ***Selection News Organization***

The choice of The New York Times for this study is pertinent because its importance in the digital information sphere continues to consolidate: in the third quarter of 2024 it increased the number of subscribers by 260,000 and by the end of September 2024 it exceeded 11 million (11.09 million), a large part of which (10.47 million) were digital subscribers (Robertson 2024b). The newspaper also reported that in 2023, for the first time, annual revenues from digital subscriptions exceeded one billion dollars (Robertson 2024a). It is also noteworthy that one of its newsletters, The Morning, is one of the most subscribed newsletters in the world (more than 17 million according to the company) and stands out as one of the most read newsletters.

### ***Sampling***

The newsletters to be analyzed were determined through the following procedure: an extraction of all the newsletters offered by the NYT on March 6, 2023 was carried out, with the objective of analyzing two issues of each of them.

The NYT newspaper presents its newsletters on its website classified by sections (<https://www.nytimes.com/newsletters>). Eighty-one newsletters appeared in our search; however, some of them were inactive and had not been published for weeks, nor had they been published during the month of March. Those were On Golf, On Pro Football, On Tennis, Maureen Dowd, Tressie McMillan Cottom and From the Times. This could be for a variety of reasons. For example, for On Pro Football, the season was over and for

On Tennis, the professional season had not yet started. Finally, 75 newsletters were analyzed on March 10 and 24 (or the closest date), distributed in the following sections: Only for subscribers (18), Opinion (16), Culture and lifestyle (14), News briefings and analysis (10), Topics of interest (6), Featured (5, of which 2 were also only for subscribers), Sports (4) and Other languages (2).

The analysis dates were chosen ad hoc. All the newsletters observed are published at least once per week (see detailed frequency in point 4.1), except for four that do not follow a fixed schedule. Over a 1-week period (7 days), the total number of newsletters published amounts to 152.<sup>1</sup> For our analysis, we selected two instances from each newsletter over two different weeks, spaced 15 days apart, on 10 and 24 March (or the closest available dates). This approach provided a sample of 150 newsletters.

Taking a 1-month period (4 weeks) as the timeframe for analysis and considering that the total universe consists of 152 newsletters per week (adding up to 608 newsletters over 4 weeks), we deem a sample size of 25% of the total universe to be sufficiently representative.

## **Methodology**

Research on newsletters has been conducted using two main methodologies: content analysis (e.g., Cascón-Katchadourian, Boté-Vericad, and Guallar 2022; Guallar et al. 2021a, 2022; Santos-Silva and Granado 2019; Seely and Spillman 2021) and author or expert interviews (Andringa 2022; Atreja et al. 2023; Mondéjar 2024; Weder et al. 2023), or a combination of both (Silva-Rodríguez 2021), while other methods such as questionnaires to newsletter readers are less common (Aji et al. 2023; McClaran 2017) or quantitative analyses of data such as traffic and subscription records (Kim et al. 2023). For this study, the first of the aforementioned methods - content analysis of a sample of newsletters - was used.

The Curation Analysis System (or CAS), described in Guallar et al. (2021b) and previously used in other studies on newsletters (Cascón-Katchadourian, Boté-Vericad, and Guallar 2022; Guallar et al. 2021a; 2022; Lopezosa, Cascón-Katchadourian, and Guallar 2023), was used to perform the content analysis of the newsletters. CAS is a type of expert analysis method (Morales-Vargas, Pedraza-Jiménez, and Codina 2020) that considers a series of indicators of different parameters organized around two main dimensions: content and curation. See the coding sheet in the dataset available at Boté-Vericad et al. (2025). Table 1 shows, for each dimension, the parameters considered and the indicators that allow them to be assessed. For the quantity indicator, i.e., the number of items of content, the score is a multiple (from 0 to 3). For the other parameters, the score is binary, indicating the presence (1) or absence (0) of the observed characteristic (Guallar et al. 2021b).

Three researchers participated in the coding process. Before starting, they underwent a calibration phase to ensure consistent analysis. This involved meetings to review the coding structure and key term definitions, resolving ambiguities, and aligning their interpretations. Consensus was reached on handling specific cases, creating a shared understanding of the framework.

To enhance reliability, each coder independently analyzed two newsletters also reviewed by the others, enabling an assessment of inter-coder consistency. After this independent coding process, Krippendorff's Alpha was calculated to assess the degree

**Table 1.** Dimensions, parameters and indicators observed by the CAS method.

Dimension	Parameter	Indicator
A. Content	A1. Number of contents	Quantity
	A2. Time range	Retrospective or timeless information Recent information Current information Real-time information
	A3. Origin	Own content External content
	A4. Source by type of organization	Official sources Corporate sources Media sources
	A5. Source according to morphology	Citizens Websites Blogs Social networks Secondary sources
B. Curation	B1. Authorship	Authorship
	B2. Sense-making technique	Summarize Comment Quote Storyboarding
	B3. Link function	Unmodified
		Describe
		Contextualize
		Interpret
	Cite source	
	Cite author	
	Call to action	

Source: Prepared by the authors, based on Guallar et al. (2021b).

of agreement between the coders across three different newsletters (Krippendorff 2004). The resulting values were  $\alpha = 0.86$ ,  $\alpha = 0.85$ , and  $\alpha = 0.80$ , indicating a high level of inter-coder reliability.

Krippendorff's Alpha, a standard measure for coding reliability in categorical or ordinal data, confirmed a high agreement level ( $\alpha > 0.80$ ). This reliability supports the analysis's consistency, demonstrating that coding decisions were minimally influenced by individual biases. Consequently, the strong agreement enhances the study's validity and credibility.

## Findings

The dataset is available at Boté-Vericad et al. (2025).

### General Characteristics

In accordance with RQ1, the main characteristics of the bulletins analyzed are presented: access, periodicity, subject matter, bulletin model, authorship and gender (see Table 2). There is no difference between the NYT newsletters offered in its different editions (International, United States or Canada). The link to Email Newsletters takes the reader to the same page with the same offer in all editions.

In terms of access, 55 newsletters (73%) are open access and 20 (27%) are restricted to subscribers. In terms of periodicity, most of the newsletters are weekly (46, 61.3%). The

**Table 2.** Characteristics and curation ranking of The New York Times newsletters.

	Newsletter name	Section	Periodicity	Access	Authorship	Model	Score
1	David French	Featured	Weekly	Subscribers	David French	Hybrid	19
2	Jessica Grose	For subscribers only	Twice a week	Subscribers	Jessica Grose	Hybrid	19
3	The Morning	Featured	Daily	Open	David Leonhardt	Hybrid	19
4	The interpreter	For subscribers only	Twice a week	Subscribers	Amanda Taub	Hybrid	18.5
5	Morning briefing: Asia	News briefings and analysis	Weekdays	Open	Amelia Nierenberg	Functional	18
6	On Soccer with Rory Smith	For subscribers only	Weekly	Subscribers	Rory Smith	Hybrid	18
7	Australia letter	News briefings and analysis	Weekly	Open	Natasha Frost	Hybrid	17.5
8	California Today	News briefings and analysis	Weekdays	Open	Irene Benedicto   Soumya Karlamangla	Functional	17.5
9	Ross Douthat	For subscribers only	Weekly	Subscribers	Ross Douthat	Hybrid	17.5
10	Watching	For subscribers only	Four times a week	Subscribers	Margaret Lyons   Alexis Soloski	Hybrid	17.5
11	Well	For subscribers only	Weekly	Subscribers	Jancee Dunn	Relational	17.5
12	Evening Briefing	News briefings and analysis	Weekdays	Open	Matthew Cullen	Functional	17
13	Jamelle Bouie	For subscribers only	Weekly	Subscribers	Jamelle Bouie	Relational	16
14	Morning briefing: Europe	News briefings and analysis	Weekdays	Open	Natasha Frost	Functional	16
15	New York Today	News briefings and analysis	Daily	Open	James Barron	Hybrid	16
16	Paul Krugman	For subscribers only	Twice a week	Subscribers	Paul Krugman	Hybrid	16
17	Peter Coy	For subscribers only	Three times a week	Subscribers	Peter Coy	Hybrid	16
18	Running	Sports	Weekly	Open	Jennie Coughlin   Talya Minsberg	Hybrid	16
19	Tish Harrison Warren	For subscribers only	Weekly	Subscribers	Tish Harrison Warren	Hybrid	16
20	On Basketball	Sports	Weekly	Open	Mike Ives and Mike Baker   Kevin Draper	Functional	15.5
21	Canada letter	News briefings and analysis	Weekly	Open	Ian Austen	Hybrid	14.5
22	The Tilt	For subscribers only	Twice a week	Subscribers	Nate Cohn	Hybrid	14.5
23	Theater Update	Culture and lifestyle	Weekly	Open	Nicole Herrington	Functional	14.5
24	On College Basketball	Sports	As needed	Open	Oskar García <sup>a</sup>	Hybrid	14
25	Opinion Today	News briefings and analysis	Daily	Open	Vanessa Mobley   Alex Kingsbury	Hybrid	14
26	Climate Forward	For subscribers only	Twice a week	Subscribers	Manuela Andreoni	Functional	13
27	The T List	Culture and lifestyle	Weekly	Open	Gisella Williams   Lisa Wong Macabasco	Hybrid	13
28	The Veggie	Culture and lifestyle	Weekly	Open	Tania Sichynsky	Functional	13
29	Books	Culture and lifestyle	Twice a week	Open	Tina Jordan	Hybrid	12.5
30	Cooking	Featured	Six times a week	Open	Melissa Clark   Sam Sifton	Hybrid	12.5

*(Continued)*

**Table 2.** Continued.

	Newsletter name	Section	Periodicity	Access	Authorship	Model	Score
31	David Wallace-Wells	For subscribers only	Weekly	Subscribers	David Wallace-Wells	Relational	12.5
32	Frank Bruni	For subscribers only	Weekly	Subscribers	Steven Overly   Pranav Athimuthu	Hybrid	12.5
33	Race/Related	Topics of interest	Weekly	Open	Jazmine Ulloa   Julie Lasky	Functional	12.5
34	Louder	Culture and lifestyle	Weekly	Open	Caryn Ganz	Functional	12
35	Movies Update	Culture and lifestyle	Weekly	Open	Stephanie Goodman	Hybrid	12
36	The Ethicist	Featured	Twice a week	Subscribers	Kwame Anthony Appiah	Functional	12
37	The Restaurant Review	For subscribers only	Weekly	Subscribers	Pete Wells	Hybrid	12
38	El Times newsletter	In other languages	Three times a week	Open	Elda Cantú	Functional	11.5
39	Travel Dispatch	Culture and lifestyle	Weekly	Open	Amy Virshup	Hybrid	11.5
40	DealBook	Topics of interest	Weekdays	Open	Andrew Ross Sorkin	Functional	11
41	For You	Featured	Daily	Open		Functional	11
42	Love Letter	Culture and lifestyle	Weekly	Open	Miya Lee <sup>a</sup>	Hybrid	11
43	Open Thread	Culture and lifestyle	Weekly	Open	Vanessa Friedman	Functional	11
44	Read like the wind	For subscribers only	Weekly	Subscribers	Gregory Cowles   Sadie Stein	Relational	11
45	Science Times	Topics of interest	Weekly	Open		Functional	11
46	Today's headlines	News briefings and analysis	Daily	Open		Functional	11
47	John McWhorter	For subscribers only	Weekly	Subscribers	John McWhorter	Functional	10.5
48	The Conversation	Opinion	Weekly	Open	Gail Collins and Bret Stephens	Functional	10.5
49	Where to eat: New York City	For subscribers only	Weekly	Subscribers	Nikita Richardson	Functional	10.5
50	Bret Stephens	Opinion	Weekly	Open	Bret Stephens	Relational	10
51	Charles M. Blow	Opinion	Weekly	Open	Charles M. Blow	Functional	10
52	David Brooks	Opinion	Weekly	Open	David Brooks	Relational	10
53	Ezra Klein	Opinion	Weekly	Open	Ezra Klein	Relational	10
54	Farhad Manjoo	Opinion	Weekly	Open	Farhad Manjoo	Relational	10
55	Gail Collins	Opinion	Weekly	Open	Gail Collins	Functional	10
56	Lydia Polgreen	Opinion	Weekly	Open	Lydia Polgreen	Functional	10
57	Michelle Goldberg	Opinion	Weekly	Open	Michelle Goldberg	Functional	10
58	Nicholas Kristof	Opinion	Weekly	Open	Nicholas Kristof	Functional	10
59	Pamela Paul	Opinion	Weekly	Open	Pamela Paul	Functional	10
60	The Editorial Board	Opinion	As needed	Open	The editorial board	Functional	10
61	Thomas Friedman	Opinion	Weekly	Open	Thomas Friedman	Functional	10
62	Zeynep Tufekci	Opinion	Weekly	Open	Zeynep Tufekci	Functional	10
63	Five Weeknight Dishes	Culture and lifestyle	Weekly	Open	Emily Weinstein	Functional	9.5
64	The NYT Magazine	Culture and lifestyle	Weekly	Open		Functional	9.5
65	Carlos Lozada	Opinion	Weekly	Open	Carlos Lozada	Functional	9
66	Times Newsletter CN (新闻简报)	In other languages	Weekdays	Open	Emily Chan and Koney Bai	Functional	9
67	The Next Pandemic	Topics of interest	Weekly	Open	Alexandra Sifferlin	Functional	8.5
68	On Baseball	Sports	As needed	Open		Functional	8
69			Twice a week	Open		Functional	8

(Continued)

**Table 2.** Continued.

	Newsletter name	Section	Periodicity	Access	Authorship	Model	Score
	The Learning Network	Culture and lifestyle					
70	Your Money	Culture and lifestyle	Weekly	Open		Functional	8
71	Coronavirus tracker	Topics of interest	Daily	Open		Functional	7
72	Education Briefing	Topics of interest	Weekly	Open		Functional	7
73	Op-Docs	Opinion	As needed	Open		Functional	7
74	Real Estate: what you get	Culture and lifestyle	Weekly	Open		Hybrid	7
75	The Upshot	News briefings and analysis	Twice a week	Open		Functional	6.5

Source: Prepared by the authors.

<sup>a</sup>Authorship appears on only one day of the two analyzed.

rest are distributed as follows: six newsletters are daily; one appears six times a week; six are published on weekdays (Monday to Friday); one four times a week; two, three times a week; nine, twice a week; and in four cases the periodicity is not fixed and the newsletters are distributed when there is an opportunity (“as needed”): for example, the Op-Docs newsletter provides content when there is something to share.

As far as the subject matter is concerned, there is a great variety, although the following aspects can be highlighted: if we add the newsletters presented as Featured, Only for subscribers and In other languages to their corresponding subject matter (as we have done to observe the gender), there are 25 newsletters focused on collecting the opinions of their authors and 14 focused on news and current information. As for the rest, the subject matter is quite varied.

As for the distinction of functional, relational or hybrid model (Andringa 2022), the majority, 41 (54.6%), are functional, 26 (34.6%) are hybrid and only 8 (10.6%) are relational.

Most of the newsletters have identified authorship: they are signed both days in 60 cases (80%) and, in the remaining 15 cases, 13 have no author (17.3%) – in one of these 13 cases the newsletter is signed by “The editorial board” – and in two (2.7%) there is an author on every other day of the two days analyzed.

Therefore, in 13 newsletters no specific author is identified and the authorship can be collective, assumed by the team of a section of the newspaper (as in the case of “The editorial board”, a selection of opinion articles), or it can be automated, so that the content is automatically elaborated and extracted from the newspaper’s website. It is also noteworthy that none of the newsletters without an author responds to the relational model: almost all (12 out of 13) are functional and only Real Estate: What you get is hybrid.

For the observation of gender in authorship and relating it to the subject matter, we started from the original classification presented by the newspaper and added to its corresponding subject matter the newsletters classified in the sections known as Featured, Only for subscribers and In other languages, which were grouped and distributed in these five thematic subjects: opinion, 25; culture and lifestyle, 22; news briefings and analysis, 14; topics of interest, 9; sports, 5.

As for the presence of male or female authors, given the great diversity (bulletins with the same authorship on both days, with different authorship, with identified authorship

only on one of the two days, with two authors of the same or different gender on one or both days, or with no authorship at all), it was decided to observe the bulletins individually, with a total of 150. The data show that of this total, 28 (18.7%) have no authorship, 62 (41.3%) are written by women and 60 (40%) by men. Gender identity was established by searching for the journalists' names on corporate websites, personal blogs or social networks. When their identity (he/she/her/his) was not found, it was deduced by name.

Although these data are very close to parity, when they are crossed with the thematic subjects of the newsletters (Table 3), a different reality emerges: women clearly lead in the area of culture and lifestyle content (28), four times more than men (7). The opposite is true for opinion newsletters, mostly on political topics, where the number of men (35) is more than three times the number of women (11). There is greater parity in news and current affairs newsletters, of which 15 are written by women and 11 by men. Gender bias is again present in sports newsletters, where only one (Running) has a different female author on both days; the rest are written by men or have no author.

Although the numbers show a great variability in all the general characteristics, it can be highlighted that the majority profile of the NYT newsletters is open access, weekly, functional, with authorship, with equal distribution by gender and predominantly focused on opinion and culture and lifestyle.

### *Analysis of the Content Dimension*

For RQ2, the results obtained following the CAS curation analysis method are presented below.

#### *Number Items of Curated Content*

The 75 newsletters analyzed published a total of 1902 items of curated content in the two editions observed. Ten newsletters (13.3%) obtain the highest possible score (3 points), with the amount of curated content per newsletter ranging from 59 on average for Today Headlines to 22 for Theater Update. These are: The Morning, Science Times, Movies Update, Louder, Theater update, Evening Briefing, Today Headlines, Morning Briefing Asia, Morning Briefing Europe and For You, and are therefore the best newsletters in the newspaper in this respect. Six more newsletters, David French, Climate Forward, Books, California Today, Well and Jessica Grose, can be added to this group with a score close to 2.5 points. Adding these two groups together, just over one-fifth of the newsletters (21.3%) have a high or medium-high level of quality in this aspect.

On the other hand, of significance is that almost half of the NYT newsletters (32 out of 75, 42.6%) are in the low range, with less than 10 pieces of content and only one point.

**Table 3.** Authorship gender and topic distribution.

Newsletter area	Female	Male	No authorship	Total
Culture and Lifestyle	28	7	9	44
Opinion	11	35	4	50
News Briefing Analysis	14	10	4	28
Sports	2	5	3	10
Topics of interest	6	2	10	18
<b>Total</b>	<b>62</b>	<b>60</b>	<b>28</b>	<b>150</b>

Source: Prepared by the authors.

Finally, with average scores (from more than one to two points) there are 27 more newsletters (36%), so that in all the newspaper's newsletters a low or medium level of content predominates.

### *Time Range*

Three newsletters top the best practices table in terms of time diversity: Evening Briefing, Morning Briefing Asia and Jamelle Bouie, with 3.5 points and very close to the maximum possible 4 points. These newsletters are characterized by using, to a greater or lesser extent, all four time ranges, thus offering a high quality of curation in this aspect. They do not achieve the maximum score because they do not curate content in real time on some of the days analyzed. It is also observed that 20% of the newsletters curate three time ranges or more, adding another twelve newsletters to the three previously mentioned with a score of 3, in all cases with curated content lacking real time content. They are The Morning, Books, Theater Update, Open Thread, The T List, New York Today, California Today, Morning Briefing: Europe, Australia Letter, Canada Letter, For You and Watching. The rest of the newspaper's newsletters, i.e., a large majority, 80%, are fairly closely distributed between medium (28 newsletters, 37%) and low (32 newsletters, 43%) levels of temporal diversity.

The quantitative analysis shows that the most common time range in the curated content is current information (i.e., news published in the last 24 hours) with 855 pieces of content (44.9%), something that can be related to the fact that approximately one third of bulletins are of daily or quasi-daily periodicity. The second most used time range is retrospective (more than 1-month old) or timeless information, with the remarkable figure of 569 items of content (29.9%), followed by recent content (published in the last few weeks) with 471 (24.7%) and finally, at a very low level, content that is updated in real time (7, 0.36%).

### *Source*

A first relevant fact is that all the newsletters curate their own content, previously published in the NYT. It is also interesting to note that more than a third of the newsletters (29; 38.6%) meet the maximum score by always combining content from the medium itself with external content, and another 8 curate both types of content, although not on all occasions. If on the one hand, it is positive that 29 bulletins reach the full score and that 8 more come close, the rest (38; 50.6%), i.e., half of the newspaper's bulletins, only curate content published by the medium itself.

Accordingly, in a quantitative analysis, own content predominates overall (1486 items of contents, 78.1%) over external content (416, 21.9%). On the other hand, in the opposite direction, it should be noted that an appreciable number of 16 newsletters (21.3%) offer more external than internal content.

### *Sources of Information by Type of Organization*

It can be seen that the newspaper's bulletins do not make significant use of different types of sources, but that there is a clear predominance of content from the media (exclusively curated in 47 bulletins, 62%), while the other three types of sources (official, corporate and citizen) are quite a minority. In an overall quantitative analysis, the figures speak for themselves: 1708 items of content curated by the NYT newsletters come from the media

(89.8%), compared to only 107 from corporate sources (5.6%) and, even more residual, 44 items from citizens (2.3%) and 42 from official sources (2.2%). Notable, however, is the case of California Today, which in one of the 2 days analyzed offers 83% of external content and 48% of it links to official sources.

Thus, no bulletin obtains the maximum score of 4 and the best positions are reached by two bulletins with scores of 3.5: Well and Tish Harrison Warren, which only lack the inclusion of official sources in one of the two days analyzed. David French, Jessica Grose, Ross Douthat, Peter Coy and Paul Krugman also stand out in close positions with 3 points. There are therefore very few newsletters (only 7, 9%) that can be said to have an appreciable level of quality in this section, and all of them are considered “authored”. Another 11 newsletters (15%) are in an intermediate situation, while the vast majority of the three quarters of the newspaper’s newsletters (57, 76%) are at a low level of curation in this section.

### *Sources of Information According to Morphology*

This section shows a low diversity of sources due to the predominance of websites. In fact, all newspaper newsletters always curate content from websites, and 52 of them do so exclusively (69.3%). As a result, the use of content from other sources such as social networks, blogs and secondary sources is much lower. In an overall quantitative analysis, the figures are even more eloquent than in the previous section, as no less than 1840 (96.7%) of the content curated by the NYT newsletters comes from websites, while the other types are practically testimonials: 41 items of content from social networks (2.15%), 16 from blogs (0.84%) and only 5 from secondary sources (0.2%), the latter being records in medical or scientific databases such as PubMed, National Library of Medicine or Princeton University Press.

The scores of the newsletters in this parameter range between one and two points (both included) out of a possible four points, with the exception of the most outstanding newsletter in this aspect, Well, which scored 2.5 thanks to its curation of content from websites and social networks on the days analyzed, as well as from blogs on one of the days. In addition to this newsletter, 8 others with a score of 2 (Running, Deal Book, The T List, The Interpreter, Jessica Grose, Ross Douthat, Tish Harrison Warren and Peter Coy) are the best, but still represent an average level. Therefore, the vast majority of the newspaper’s newsletters (66, 88%), with a score of less than 2, are at a really low level in this parameter, which clearly shows that in this aspect there is very little varied use of information sources in the newspaper’s newsletters.

In summary, according to the CAS analysis of the Content dimension, the NYT newsletters exhibit medium to low performance in both the quantity of curated content and the diversity of the sections analyzed. Current news dominates in terms of time range, media sources dominate in terms of organizational sources, and websites overwhelmingly dominate in terms of source morphology. Nevertheless, the use of curated content external to the newspaper itself is commendable, constituting over 20 percent of the content.

### *Analysis of the Curation Dimension*

#### *Authorship*

A high number of the NYT newsletters (81.3%, 61 out of 75) have identified authorship, which can be considered very positive for the newspaper’s newsletters. Table 2 shows

these authorships. The vast majority bear the signature of the journalists who prepared the bulletin, who may be one person or several, and in one case the authorship is identified with a team, the Editorial Board.

On the opposite side, in two newsletters, *On College Basketball* and *Love Letter*, the authorship appears in one of the days analyzed, but not in the other, and in 12 newsletters (16%) there is no explicit authorship on any of the days analyzed. All of the newsletters without explicit authorship are either fully automated products or with little elaboration, thus noting that the consignment of authorship can be related to the quality of a journalistic or curated product or service.

### *Curation Techniques*

The vast majority of the newspaper's newsletters base their curation style on the use of a single technique (64 newsletters, 85%), thus obtaining only one point out of a possible 4 in this section, so as far as the variety of techniques is concerned, a low level of curation predominates. Very few newsletters stand out from this trend. The best, with 3 points corresponding to the summarize, comment and quote techniques, are only two: *On Soccer* with Rory Smith and David French. Another 5 newsletters (7%) also offer an appreciable level of curation, of which *On Basketball* and *Running* obtain 2.5 points and *On College Basketball*, *The Morning* and *The Ethicist*, 2 points. It should also be noted that 4 newsletters (3%) do not use any technique to add value to the content, *On Baseball*, *Op-Docs*, *The Upshot* and *For You*. These are largely automated newsletters based on a headline and sometimes a lead-in to each news item, with no further input.

The most frequently used technique in the NYT newsletters is summarized, which is also the one most closely aligned with a journalistic news writing style, and is present in 46 newsletters (61.3%), 34 of them exclusively (45.3%) and in the other 12 accompanied by other techniques. The second most used is commenting, which brings a more personal tone to curation, used in 36 newsletters (48%), 17 of them exclusively (22.6%); and the third is Quoting, far behind the others, used in only 6 newsletters (8%), and always accompanied by other techniques. Finally, no instances of the storyboarding technique were observed.

### *Link Function*

In this section, there is a good performance in several newsletters. Three of them had the highest score with 5.5 points out of a possible 7, *The Morning*, *New York Today* and *The Interpreter*, using all possible link functions, although not always on all days. They are followed with 5 points by *Evening Briefing*, *Morning Briefing: Asia*, *Australia Letter*, *Watching* and *Jessica Grose*; with 4.5 points by *On College Basketball*, *On Soccer* with Rory Smith, *California Today*, *Opinion Today* and *Ross Douthat*; and then with 4 points by *David French* and *Morning Briefing Europe*. Overall these 15 newsletters (20%) offer a medium-high level of curation in this parameter. With a medium score (>2 < 4) there are another 28 newsletters (37.4%) and finally, with a low score (less than or equal to 2) there are 32 newsletters (42.6%).

The two most used linking functions in curated content are unmodified (1035 links out of the 2344 analyzed, 44%) and describe (933, 40%), quite a distance from the rest, as the next most used function is call to action (113, 4.8%). It should be clarified that the number of links appearing in the newsletters analyzed (2344) is higher than the number of web

pages linked, or number of curated contents (1902) because in the first case repeated links are taken into account and in the second case they are not. Therefore, the newsletters analyzed contain 1902 curated content links that appear 2344 times, counting the repeated ones.

The summary of the analysis of the Curation dimension indicates good performance of the newsletters, though there is room for improvement. Notably, the vast majority have recognized authorship, and 57% exhibit medium or high quality in the category of link function. However, there is little variety in the techniques used, with most relying on a single technique, Summarize, being the most common.

### ***Analysis of the Curation According to Sections***

In accordance with RQ3, this section presents an analysis of curation in the NYT newsletters by section, based on the distribution of the newspaper at the time of content extraction. They are presented in alphabetical order:

Starting with Culture and Lifestyle (14), we find that these newsletters have slightly more curated content (27.57) than the average of all newsletters in the newspaper (25.36), that their content is mostly current (52.59%) and recent (28.75%), and that they use the summarizing technique in all cases.

The Featured (5) and News Briefing and Analysis (10) sections show similar behavior, with a high number of curated contents (averages of 45 and 53 per newsletter, respectively), most of them internal and recent, and most of the links using the describe technique. The In Other Languages section (of which there are only 2) has a slightly higher number of curated content pieces (29.5), all of which are internal.

Opinion (16) groups newsletters that are very unique and different from the rest, curating on average only 1.75 content items per newsletter, well below the general framework. All content is current, with a logical predominance of the opinion curation technique, commenting, and in the majority of the links, are the unmodified and call to action functions. In this group we find newsletters from the most renowned op-ed writers featured in the NYT, such as David Brooks or Thomas Friedman.

The subscriber-only newsletters (18), with a number of content items similar to the general average, stand out for having more external than internal content (14 and 11), with the outstanding examples of Well or Tish Harrison Warren. In addition, while the media continue to clearly dominate as sources, they link more than usual to corporate sources, they always identify the authorship, and the link technique they use most is commenting and describe.

On the other hand, Sports (4), are scarce in curated content with an average of 17.75 and use more variety of Sense-Making techniques. Finally, Topics of Interest (6) newsletters have on average slightly less curated content than the average (22.6), curate current content, only using the summarize technique and predominantly use unmodified links.

Finally, some significant behaviors can be noted: News Briefing and Analysis newsletters and those that the newspaper highlights as Featured are characterized by a high number of links and are well above average, while at the other extreme, Opinion newsletters have a very unique behavior with very little curated content. The vast majority of newsletters offer mostly New York Times content, with the exception of Subscribers Only, which has more external content. All newsletters show similar behavior in the

most used time periods (current content) and in the most used link functions (sourcing curation and unmodified). Similarly, the more descriptive curation technique of summarize is widely used in all newsletters, with the exception of the Subscribers Only and Opinion newsletters, which, being more evaluative and personal, mostly use the comment technique.

### **Ranking of Newsletters**

Continuing with RQ3, this section relates the quality of content curation in newsletters to the section and the functional-rational model of the newsletter. [Table 2](#) shows all newsletters, ranked according to the final score obtained by applying the CAS method, the results of which were presented in detail in the previous sections.

Looking at the upper part of [Table 2](#), it can be seen that seven of the first ten are newsletters Only for Subscribers or newsletters that the newspaper has highlighted as Featured. On the other hand, if we look at the lower part of the table with the lowest ten, we can see that there are none Only for Subscribers or Featured, and most of them (except Culture and LifeStyle) are from the Opinion section, with very little curated content. This shows a relationship between the quality of a newsletter's content curation and its recognition by the media itself, which selects it only for subscribers or highlights it to the audience.

On the other hand, if we look at the newsletters according to their functional, relational or hybrid models, although there is a greater presence of hybrid newsletters in the upper part of the table and a greater presence of functional model newsletters in the lower part, there are also cases where this does not happen, so it is not possible to establish a clear relationship between the newsletter model and the quality of curation. But it can be pointed out that those newsletters that know how to combine the functional style with the relational approach with the audience, are usually characterized by a high level of quality of curation; some of the best examples are found in what we call author's newsletters, such as David French, Jessica Gross, Ros Douthat (all hybrid) or Well (relational).

### **Discussion and Conclusions**

In response to RQ1, the fact that the majority (73%) of the newsletters are open access reinforces the intuition that their purpose is to broaden the dissemination of the NYT content, amplify the impact on the public, and increase the audience in view of a growing the number of paying subscribers. This presumed (and logical) goal of increasing impact is reinforced by the high frequency of publication: 25 newsletters are published more than once a week, and another 46 are published weekly. High frequency and regularity of publication are essential to building audience loyalty and augmenting paid subscriptions, as emphasized in much of the literature cited (Isaac 2019; Kim et al. 2023; Mondéjar 2024; Santos-Silva and Granado 2019; Seely and Spillman 2021).

In terms of content, authorship and model, we find that newsletters that focus on presenting the opinions of their authors and those dedicated to providing news segmented by time (morning, evening or breaking news), geography (Asia, Europe, Australia, etc.), language (in Spanish and Chinese), or topic (politics or current affairs) predominate. Few respond to the relational or hybrid model (Andringa 2022), since the vast majority are

functional and limited to providing cold information without direct interaction with the user. Although the authorship of open access newsletters varies, the subscriber-only newsletters (20) are all “authored” newsletters. Of these, only five are functional, four are relational, and the rest are hybrid. This suggests that the closest contact with the subscriber is found in the authored newsletters. These are usually newsletters with a more personal style and content, in which the journalist provides the user with content with his/her own contribution, on a subject in which he/she is an expert, and with a more direct and interactive treatment. This adds to the fact that there are more opinion-focused newsletters than only information-focused ones, which is in line with a broader trend –driven by social media– toward more personal and opinion-oriented digital media content, enabled by universal access to digital tools (Bruns 2018; Papacharissi 2014).

In terms of gender, there was practically parity in authorship, with a slight advantage in newsletters written by women. The data also confirm the gender division in the treatment of topics: hard news and sports are typically in the male domain and lifestyle and culture topics in the female domain. However, in current affairs newsletters there is a better balance, with a slightly higher presence of women than men. These findings are consistent with the division between hard and soft news, with more men in the former and fewer in the latter, and with the general trend of finding more men than women in sports journalism or more women than men in fashion, culture, and lifestyle (North 2016; Schoch 2022).

In answering RQ2, it was possible to find out in detail how the newspaper newsletters curate content. With the exception of some of the authored newsletters that are only for subscribers, the overall data show that the amount of curated content is lower than that observed in previous studies of newsletter curation, especially in independent newsletters (e.g., Lopezosa, Cascón-Katchadourian, and Guallar 2023). Regarding the temporal range, we observe a greater presence of timeless and retrospective content than in previous studies, an interesting fact that is consistent with the informative and contextual nature that the NYT newsletters aim to provide; on the other hand, very little content is real time, a feature usually reserved for following up-to-the-minute important and unexpected events (breaking news), whose evolution is constantly changing. In terms of the origin of the curated content, the data confirm what has been observed in previous studies on newspaper newsletters (e.g., Guallar et al. 2022): most newsletters (50.6%) only offer content from the NYT itself and never a link to an external source, which leads to an increase in traffic and a better positioning in the visit rankings. The newsletters that generally offer a greater number of external sources are those that have a specific author who is an expert in a thematic niche, and are also almost all subscriber-only; they also tend to respond to the hybrid or relational model. It is assumed that this external content provides greater value to the user, who would probably not have access to it without the newsletter.

In terms of sources by type of organization, there is a clear predominance of media content, curated exclusively in 62% of the newsletters (47 out of 75). There are very few corporate or official sources and the presence of sources from citizens is practically non-existent. On this last point, it should be noted that previous studies show a similar distribution, although with a slightly higher presence of content from citizens in independent newsletters (Cascón-Katchadourian, Boté-Vericad, and Guallar 2022). Likewise, in terms of the morphology of the curated content, a low variety of sources is observed due to the high predominance of websites (1840 of the 1902 links, almost 97%).

Overall, the majority of content coming from media websites would raise the debate as to whether there is an endogamic tendency or a corporatist impulse within mainstream media.

In terms of curation techniques, a very high percentage (85%) of newsletters use only one of the four possible techniques, which shows a low level of curation in terms of the variety of techniques. The most frequently used technique is summarize, which is also the one most closely aligned with an informative journalistic style of writing, and is present in 46 newsletters (61.3%). The second most frequently used is comment, which brings a more personalized tone to the curation and corresponds mostly to the newsletters that we have agreed to call “authored”. We have also observed that in authored newsletters, in addition to a greater use of the commenting technique, more external sources are used than in the average, and the relational or hybrid model appears more frequently. It is also noteworthy that no newsletter ever uses the storyboarding technique, with greater visual content, which would be less appropriate for a newsletter from a media representative of mainstream media such as the NYT, where written information prevails.

Regarding the function of the link, unmodified and describe are the two most used, followed by call to action. The high presence of unmodified and, to a lesser extent, call to action is partly due to the standard structure of a good number of the newspaper’s newsletters, in which an inbox includes a photograph and a headline with a link (unmodified) and at the end there is a call to action with the text “open now”.

Regarding the ranking and RQ3, if we compare the results of this study with previous ones, we observe that in general the total score is lower in the NYT newsletters than in other areas: independent newsletters from Latin America have the highest scores (Lopezosa, Cascón-Katchadourian, and Guallar 2023). Only one article (Guallar et al. 2022) has partially analyzed curation in the NYT, specifically its coronavirus newsletters, which rank fourth out of 21: it concludes that it is one of the few legacy media outlets that provides links to external content, including some to competitor legacy media – an unusual practice. However, there are very few links to specialized medical sources or official organizations. In the study of Spanish newspaper newsletters in 2019, similar or even lower scores were obtained (Guallar et al. 2021a). It is observed that within the NYT, authored newsletters are well-scored, an aspect already evidenced in previous studies on independent newsletters (Cascón-Katchadourian, Boté-Vericad, and Guallar 2022). From this we can conclude that the content curation of the NYT newsletters would be of average quality.

If we relate curation to the section and the functional, relational or hybrid models, we observe great variety in the results and classifications. We find that those in the opinion category have very low scores and poor quality of curation: most consist simply of a short text with the title, the lead and the photo accompanying the author’s article, unmodified, and a single link to the text with the call to action function. There is also a greater presence of bulletins with a hybrid function at the top of the table. In terms of sections, it is worth noting that all the top-scoring newsletters belong to subscribers only, featured or news briefing and analysis. The newsletters belonging to the first two sections provide more and better curated content, as they are the ones that the paper highlights or offers higher quality content to readers who pay for a newspaper subscription. Those in the news briefing and analysis section focus on enhancing the dissemination of current issues and tend to have a high ranking because they have a large quantity of curated content, a parameter that gives them a high score, although there is less variety of sources.

In conclusion, this study confirms that newsletters are consolidating as an information means that facilitates content curation and that this practice can lead – and we believe that this is the case of the NYT – to an increase in the quality of the journalistic offer. As a product personalized according to the user's specific interests, newsletters with quality curated content are an effective alternative to the saturated supply of content offered on the Web. Most of the NYT newsletters are presented as products with specific content, thematically fixed, with hierarchical and time-limited information presented in a concrete format according to the subscriber's interests, which the subscriber receives in the privacy of his/her email, thus ratifying the results of previous studies (Carr 2014; Pell 2021; Rourke 2021; Suárez 2020).

It is also found that quality newsletters are a resource used by traditional media to strengthen ties with their audience, increase user loyalty and, eventually, increase the number of subscribers (Isaac 2019; Mondéjar 2024; Santos-Silva and Granado 2019). It is unknown whether there is a cause-effect relationship and whether it is due to the newsletters, but there is no doubt that the NYT has only increased the number of digital subscribers in recent years and that the trend continues to escalate (Robertson 2024a, 2024b). In fact, NYT staff claim that one of the goals of the newsletters is ultimately to increase the number of paid subscriptions (Seely and Spillman 2021).

The highest quality NYT newsletters are those with an identified author, a high amount of curated journalistic content, a curation process in which links from sources other than the NYT are included alongside their own, and use the summarize curation technique with links whose main function is to describe. The final goal of the product is to offer added value to pure and simple information, hard news, with which the author of the NYT quality newsletters becomes a personal agent to the users, establishes a close (Andringa 2022) or intimate (Mondéjar 2024) relationship with them, and becomes a manager, co-producer and distributor of information and at the same time adopts the role of network-creator (Upmanyu 2024; Weder et al., 2023).

This study reaffirms some findings of previous research on newsletter curation (Cascón-Katchadourian, Boté-Vericad, and Guallar 2022; Guallar et al. 2021a; 2022; Lopezosa, Cascón-Katchadourian, and Guallar 2023) and finds that NYT newsletters offer few links to social networks, as befits legacy media, a feature that distinguishes them from pure digital, which offer more links to social networks; at the same time, it reaffirms that the high presence of links to the NYT itself and the relatively low supply of external links is due to the strategy of increasing web traffic.

Finally, this research highlights key theoretical implications: it validates content analysis and the CAS (Curation Analysis System) as effective tools for studying content curation. It is among the first to apply Andringa's model for classifying newsletters by user relationship type (functional, hybrid, or relational) and reaffirms newsletters as an emerging digital journalism model, exemplified by the NYT, a leader in media newsletter innovation.

### ***Practical Implications***

Additionally, various practical implications of this study can be highlighted for digital media outlets, for newsletters, and for the use of content curation in journalism:

Some implications for digital media outlets include: (a) Focus on quality content curation: Media outlets could improve their quality by offering newsletters with high-quality, curated content and more valuable external links; (b) Authored newsletters for connection: We have seen that newsletters with identified authorship and a personal style score higher in curation quality, so media outlets could promote these to connect better with the audience; (c) Thematic focus and segmentation: It can be observed that publishing a range of newsletters with varied thematic segmentation allows reaching specific audiences, therefore, it is recommended that media outlets follow this strategy; (d) Web traffic strategy: the high presence of internal links in the NYT newsletters suggests a strategy to boost web traffic, so media outlets could use newsletters to direct users to their websites and increase the number of paid subscribers.

Specific implications for newsletters include: (a) The importance of curated content with added value: Successful newsletters offer curated content that provides context and analysis, as seen in most of the NYT newsletters using the “summarize” technique; (b) Include external links: While internal links are important for web traffic, external links from reliable sources add value and increase credibility; (c) Diversity of curation techniques: most of the NYT newsletters rely on a single technique, so using a variety of techniques, such as commenting, quoting, or storyboarding, could enrich the user experience; (d) Hybrid model for greater connection: Combining the functional model of providing information with a relational approach that encourages audience interaction could improve newsletter quality and strengthen user relationships.

Lastly, some implications can also be highlighted for the use of content curation in journalism: (a) Probably the most important is that curation can be seen as a tool to improve journalistic quality: Newsletters that effectively use content curation, such as most of the NYT” newsletters, offer users a more comprehensive and enriching informative experience; and (b) The emerging role of the journalist curator as a manager, and co-producer of information: The practice of content curation transforms the role of the journalist, as seen in the NYT newsletter editor, who becomes a manager, co-producer, distributor of information, and also a network creator.

### ***Limitations and Future Research***

Limitations of this study include its reliance on content analysis, which could have been enriched by methods such as interviews with editors. Additionally, the sample included six inactive newsletters, so the results could vary if analyzed later, although we believe any differences would be minor.

This is a first study that could be expanded in future research with, for example, analysis of the offer of newsletters from other legacy media in the United States, or to compare the results of this study with those of European reference media from different countries, and even extend the scope to other types of media, topics or periods, or by using other research methods, such as interviews with editors.

### **Note**

1. This total is calculated by adding up the number of newsletters according to their publication frequency.

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This manuscript uses a dataset available at <https://doi.org/10.34810/data1244>.

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