How To Become A Listening Newsroom

3 Steps for a Successful Listening Session
Plan a listening session.
Set a foundation to actively engage with the communities you serve.

Listen to community.
When people see your effort to understand the issues they face, it builds trust.

Unpack what you learned. Let community listening direct your newsroom’s solutions coverage and generate story ideas.
1. PLANNING a in-person or virtual listening session sets a foundation to engage with the communities you serve.

- Create Intentional Goals
- Recruit Attendees
- Set an Agenda
- Draft Community Agreements
2. Listening to community members helps build trust, as they see your effort to understand the issues they face and the solutions they may already be implementing.

- Guided Questions
- Seek to understand, not to respond
- Investing in each other
3. Unpacking the meeting will help direct your newsroom’s solutions coverage and generate story ideas to create further impact.

- Review community comments
- Editorial planning
- Evaluating the meeting
- Share your takeaways
Tips:

- Make it your own! (Fun, structured, facilitators, using sticky notes, food, etc)
- Always have a team to help you! (Colleges and/or community partners)
- Consider how you can continue to engage community members after the listening session! (Join your community advisory board, interview for a story, ask to stay engaged for future tips, etc.)