

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.

Unpack what you learned. Let community listening direct your newsroom's solutions coverage and generate story ideas.

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

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.)**

KCATA tackled its driver shortage. Now, bus drivers want to see more change

The local operator union and KCATA came to terms on a new base pay and added benefits. The experienced drivers organizing for change say these new terms are just a start.



by Mili Mansaray November 18, 2022



Reggie Hall, LaVale Smith and Will Howard are all members of the Amalgamated Transit Union 1287 as well as longtime drivers for the KCATA. (Zach Bauman/The Beacon)