

# Welcome!

While waiting for others to come in, please drop in the chat:

**01**

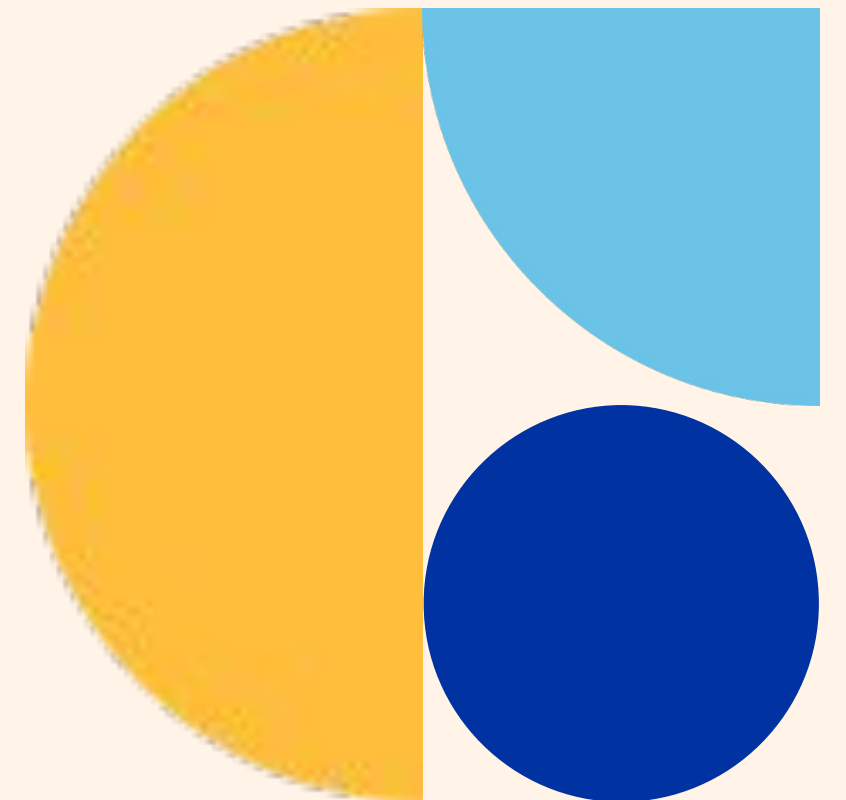
Your name & pronouns

**02**

Your affiliation

**03**

Share with us:  
**What do you love about your neighborhood?**



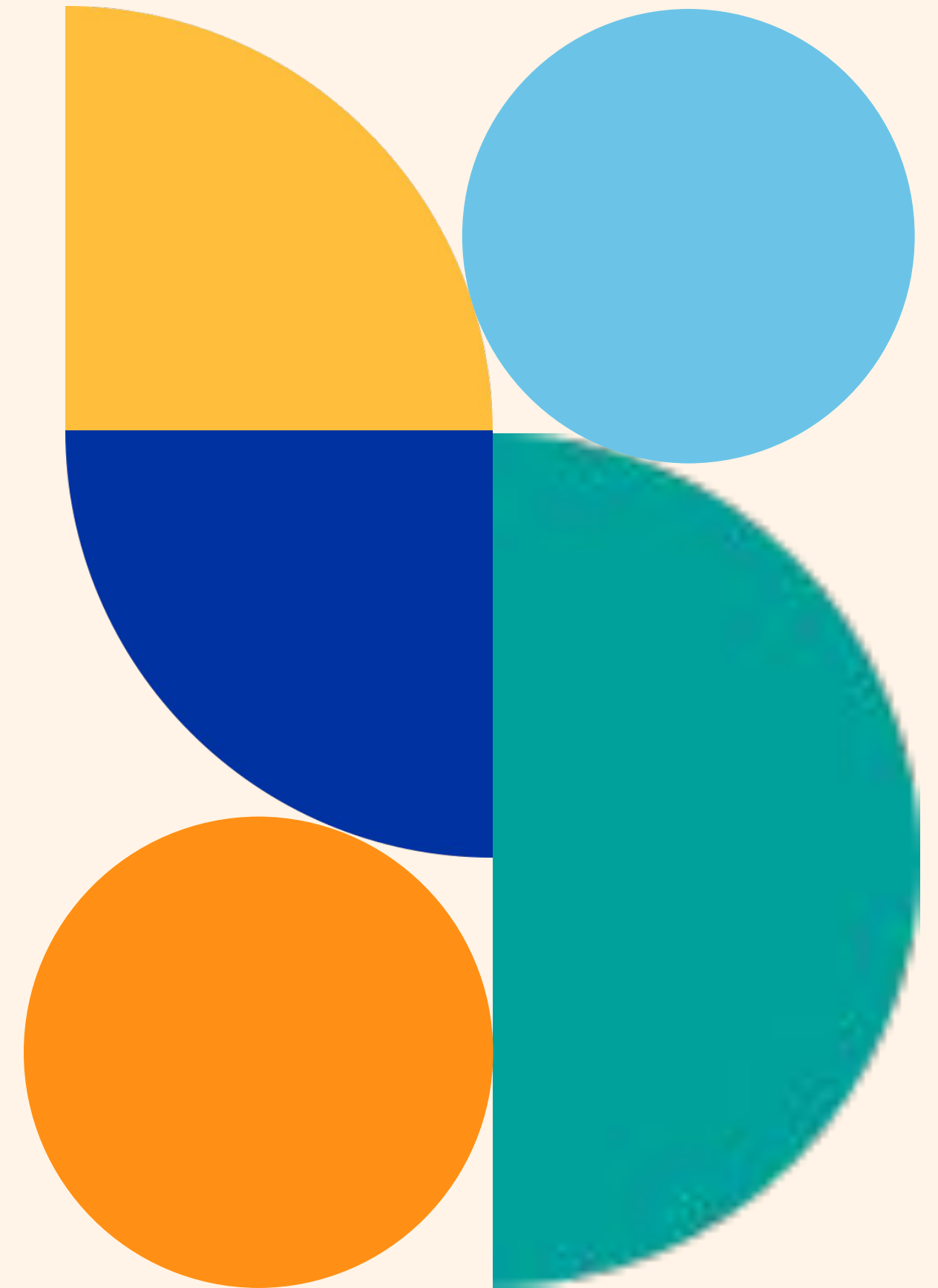


# Better Community Engagement, Better Solutions Reporting

Lessons from Modifier's Community Engagement  
Coaching for Better Solutions Reporting

March 31, 2023

[modifier.resolvephilly.org](https://modifier.resolvephilly.org)



## Webinar Agenda

# What we're covering today

- Approach to community engagement
- Lessons working with SJN Labor Cohort
- Case Study from The Kansas City Beacon
- Wrap Up



Presenter

**Derrick Cain**  
**(he/him)**

**Director, Community Engagement**



Presenter

**Jingyao Yu**  
**(she/her)**

**Program Manager, Community Engagement**

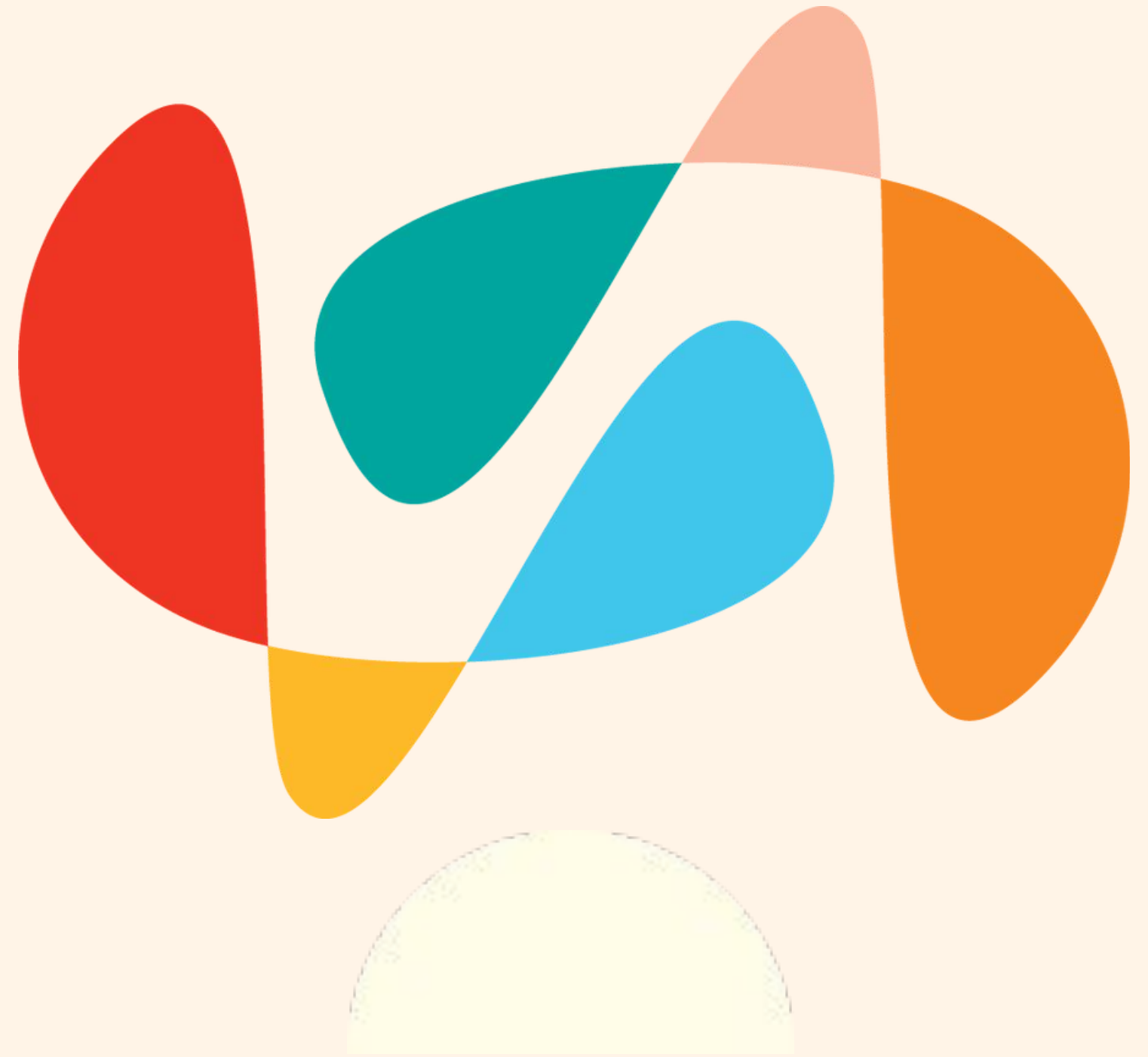


Presenter

**Valerie Dowret**  
**(they/she/he)**

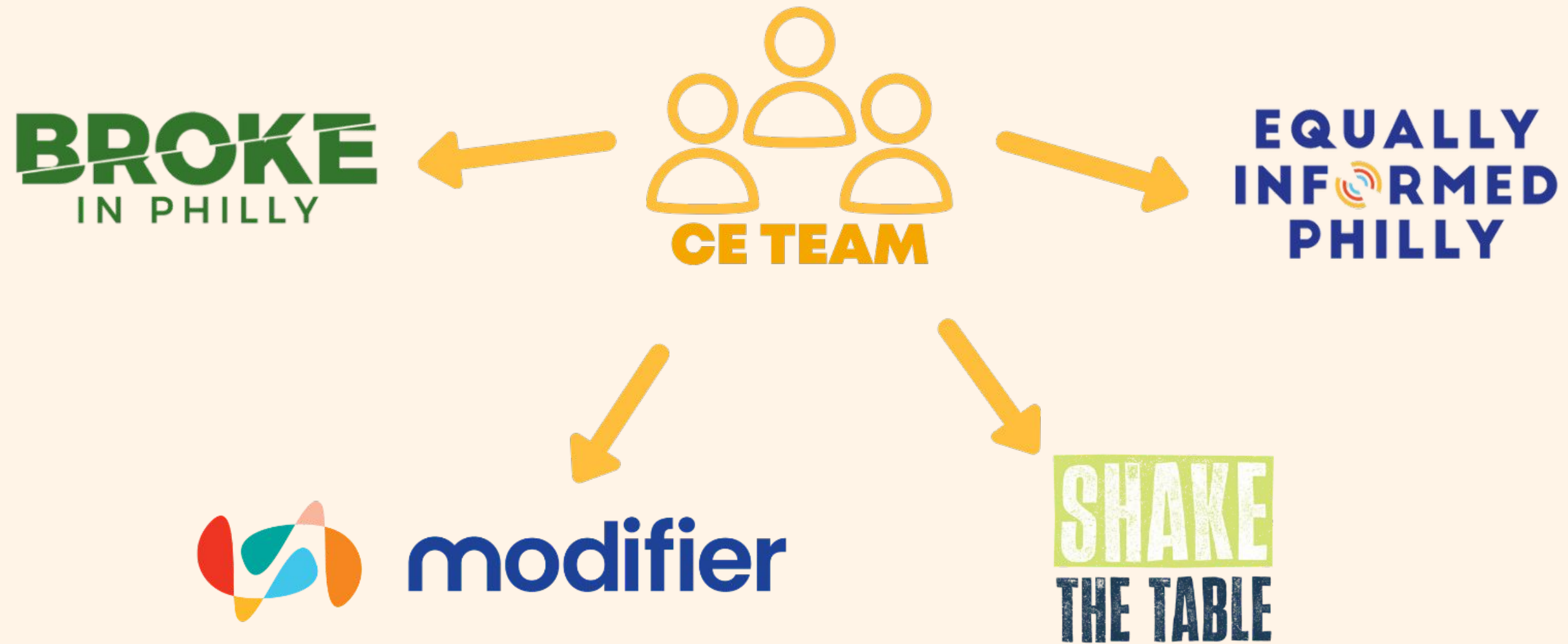
**Editorial Associate, Community Engagement**

# **Modifier of Resolve Philly**

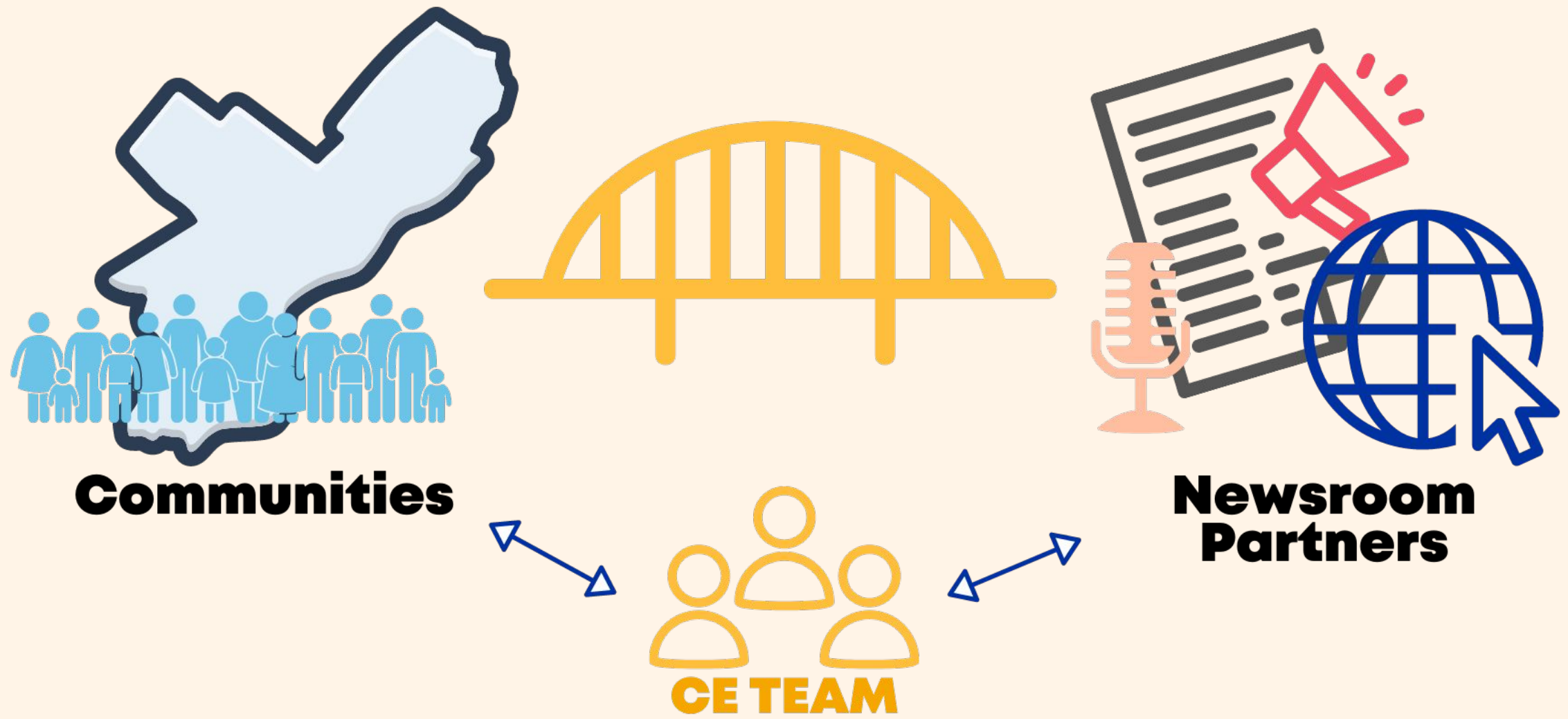


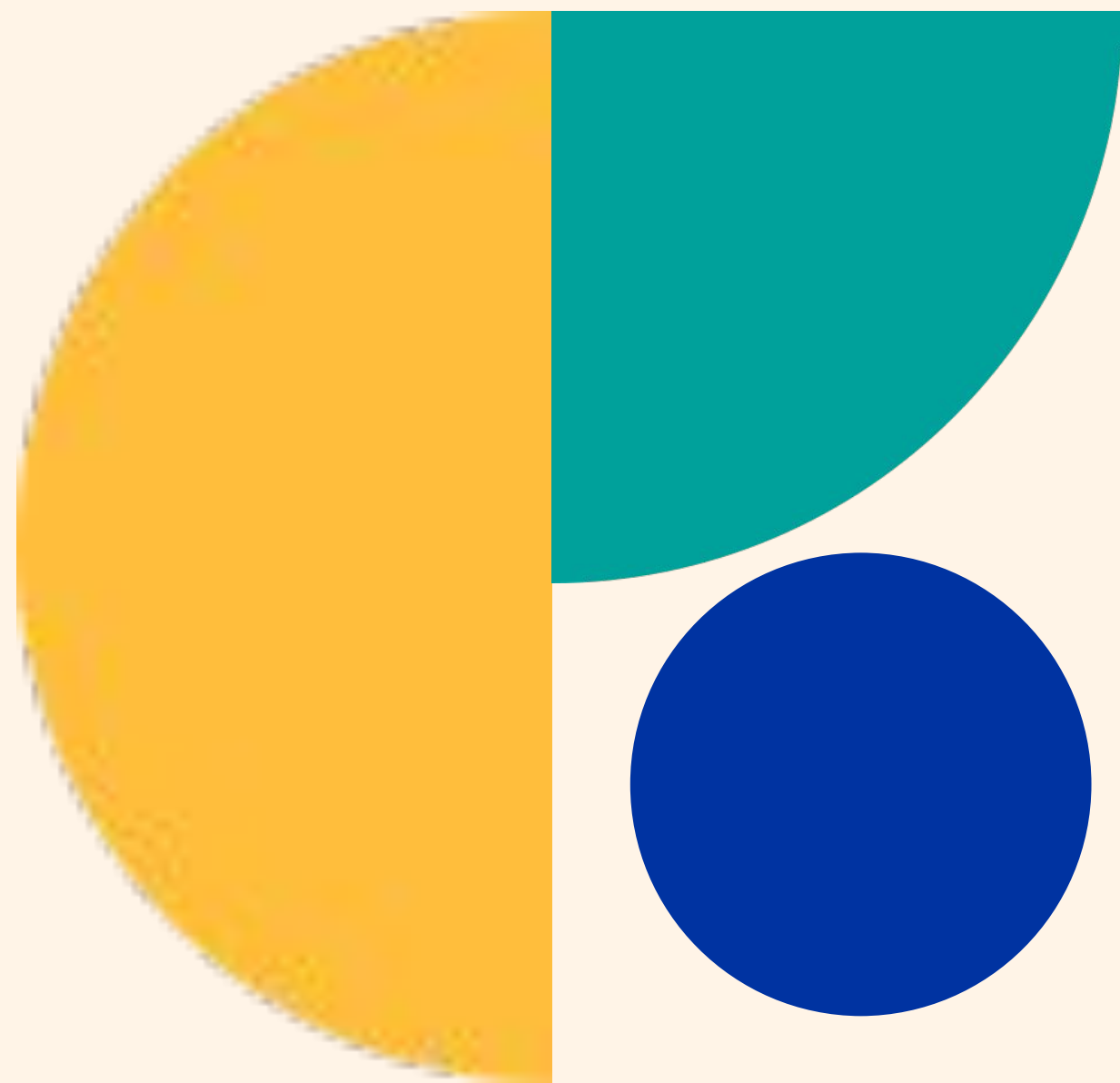


# RESOLVE PHILLY









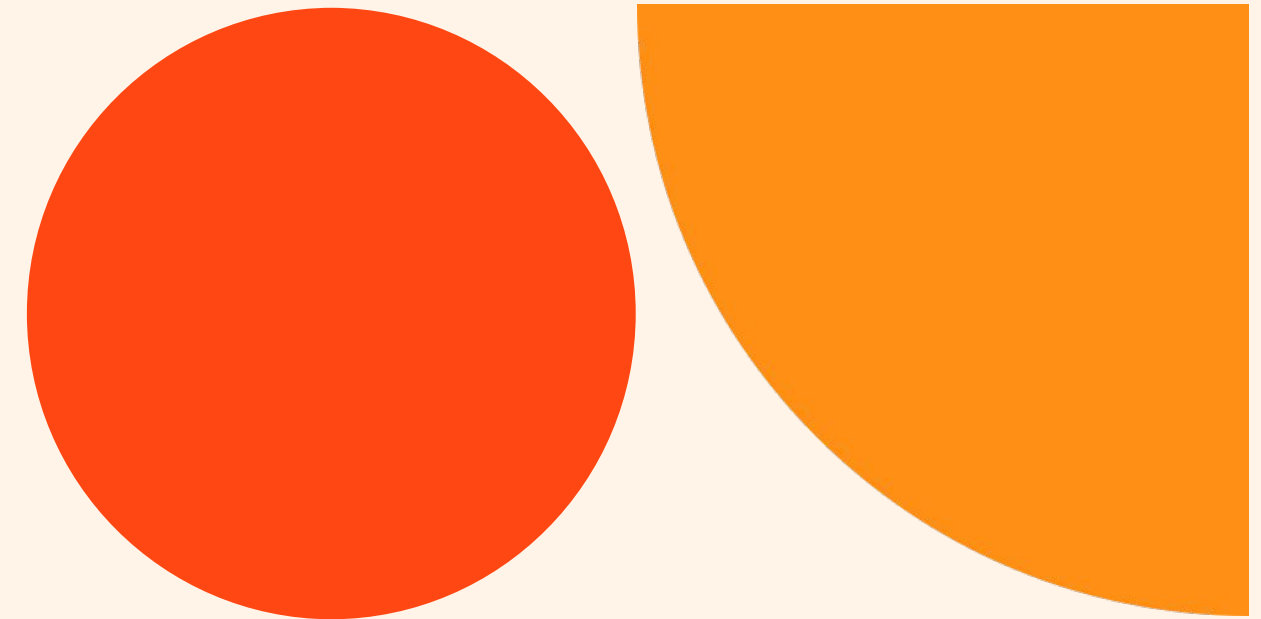
# **What does community engagement mean to you and your newsroom?**

(breakout chat)

# Defining

## “community engagement”

Relationship building that enables heightened community participation in, and understanding of, one or multiple points of the journalism process, in order to achieve more trustworthy, accurate, and impactful storytelling and reporting



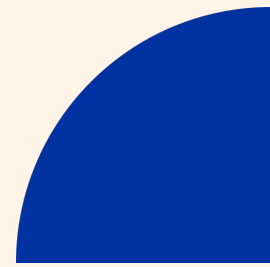
# Process

how we do things

# Outcome

what we want  
to achieve

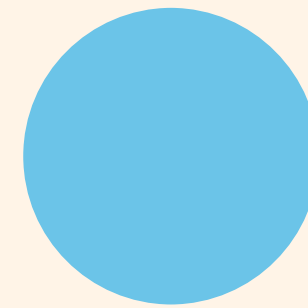
# Demystify journalism



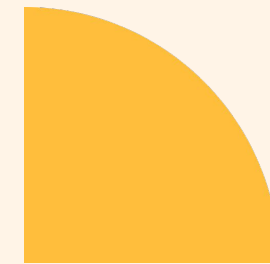
1. Journo lingo



2. Time frame of  
story



3. Angles you're  
looking to capture



4. Why certain  
questions are  
asked

## What's Your Process?

Work by past Resolve Philly Fellow  
Madison Karas (@madraekaras)

[bit.ly/RPWhatsYourProcess](https://bit.ly/RPWhatsYourProcess)

RESOLVE PHILLY

# What's Your Process?

Ways for journalists to incorporate engagement and transparency  
before, during and after interviews with private citizens

## Before

See yourself as a journalist in the community you cover. Journalists are taught their positions are fourth estates--removed from and watching communities--instead of being a part of them. Determine your position as someone who takes part in a community by addressing information gaps alongside the people whose lives you report on. Define reporting in terms of relationships rather than sourcing, and see engagement as woven into your process, whether you are a reporter with "engagement" in your title or not.



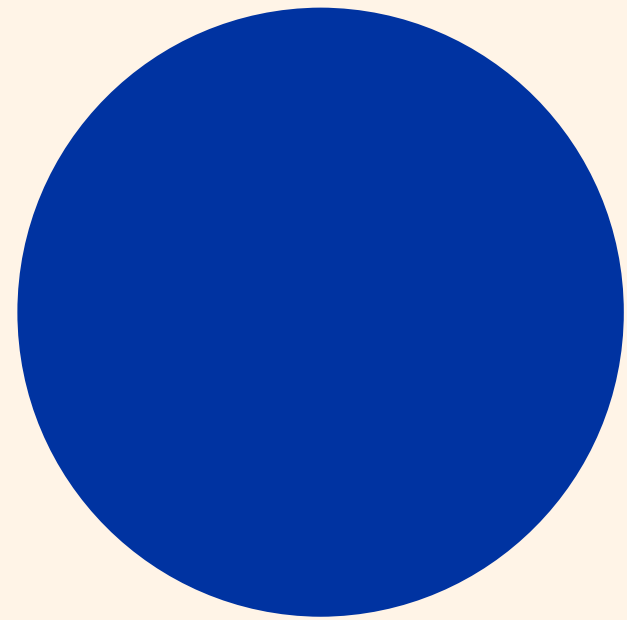
# After the story

## Be part of the solution...

By demonstrating your participation in the process of seeking solution(s), the relationship becomes more reciprocal







# Deep community listening

A tool we use at Resolve is **Sound OFF**

Virtual or face to face event that provides  
a space for community conversations

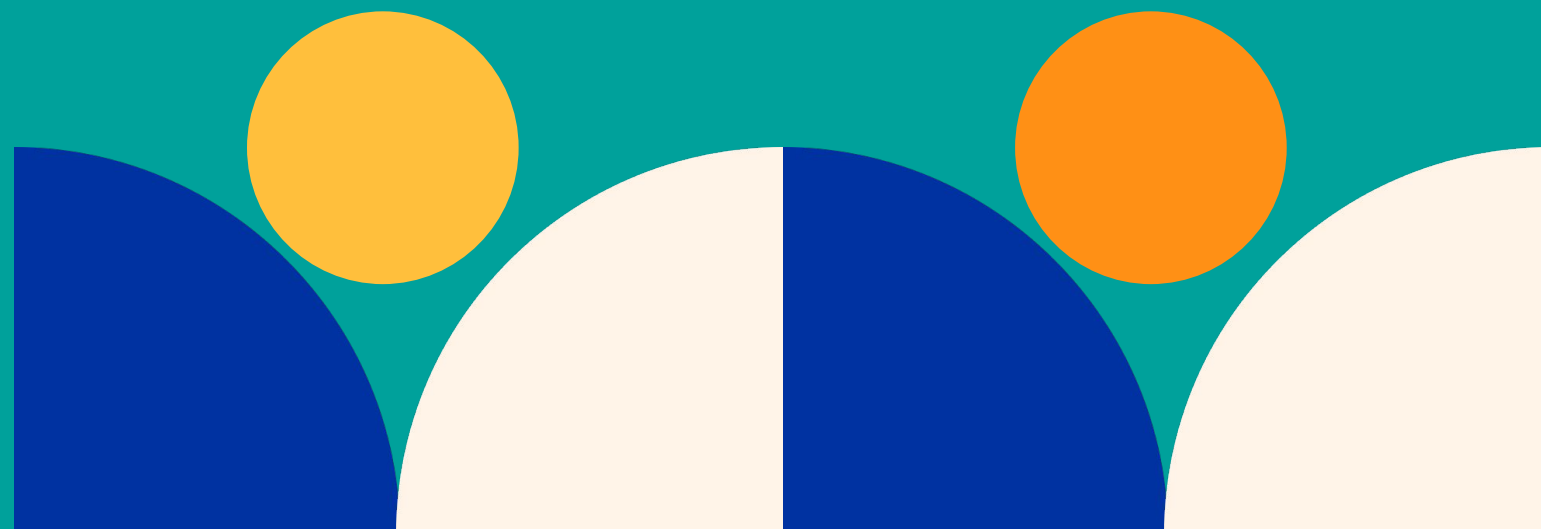


# Sound OFF Goals

- build trust and relationships
- surface information needs
- elevate perspective otherwise missing



**BONUS:** Story ideas, identify new community members as sources

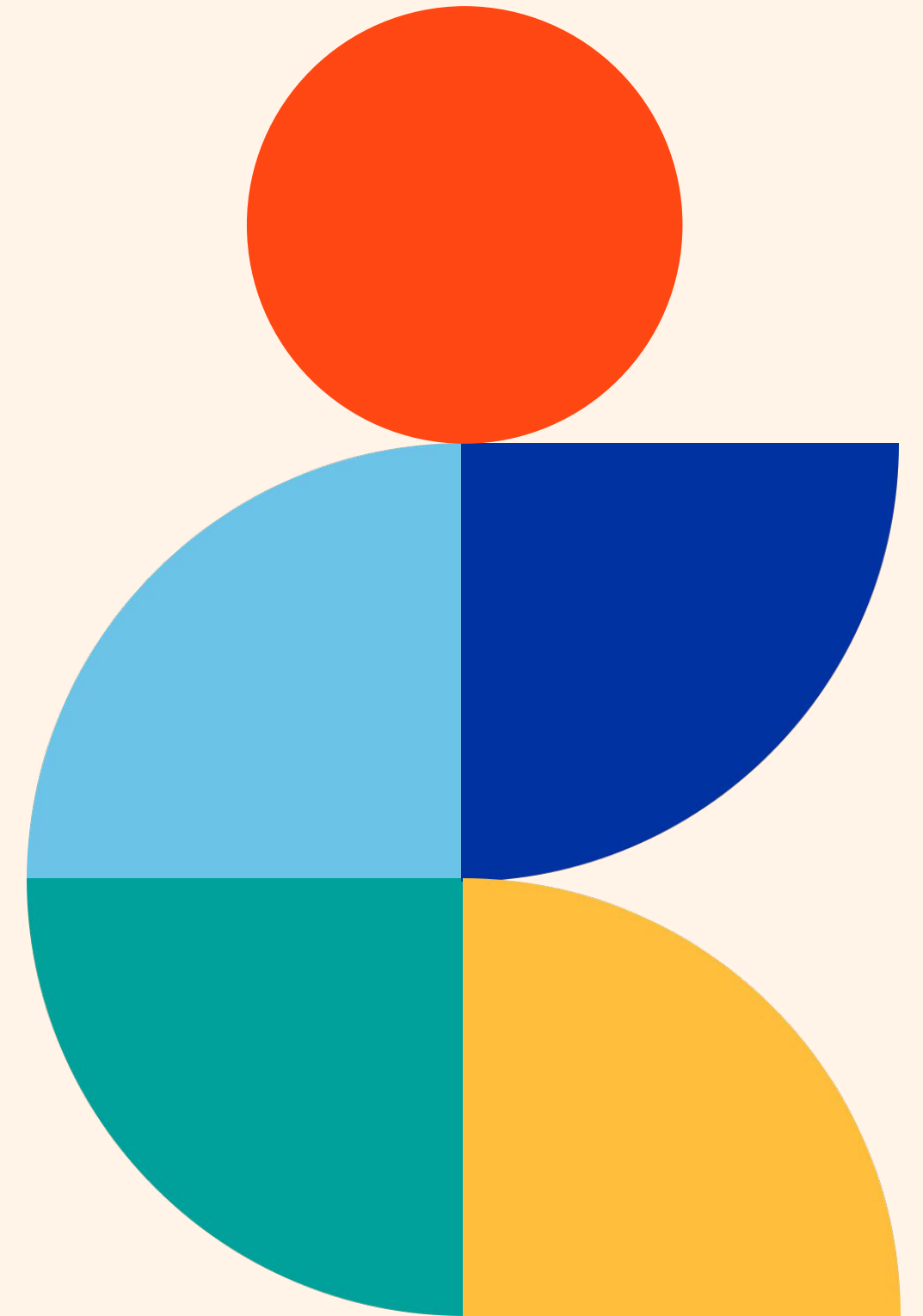


# Lessons working with SJN Labor Cohort newsrooms



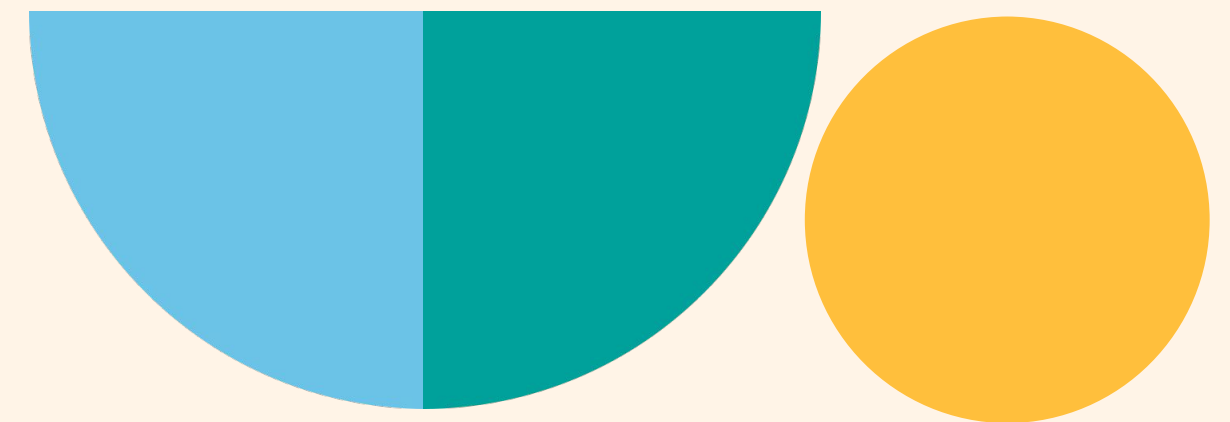
# Broader themes

- Audience vs. community engagement
- Event planning
- Creative (and sometimes strategic) partnerships





# Share back from newsrooms

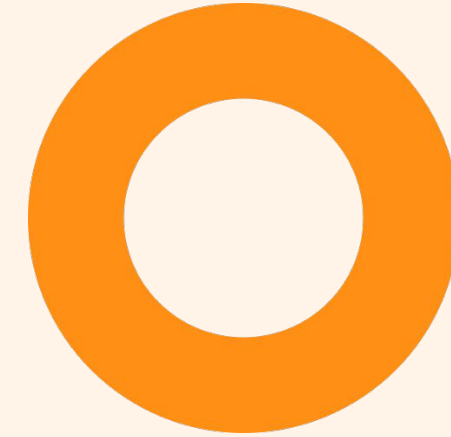
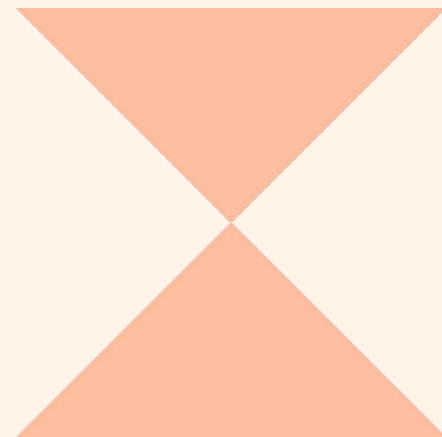
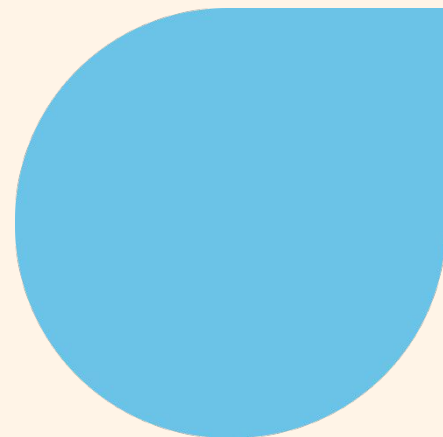
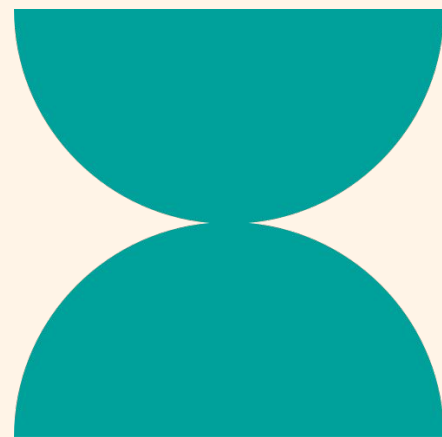




**KANSAS CITY  
BEACON**

# **How to Become a Listening Newsroom**

Gary Bradley-Lopez, Community Engagement Bureau manager





# Thank you!

modifier.resolvephilly.org | @ModifierNews



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