Welcome!

01
Your name & pronouns

02
Your affiliation

03
Share with us:
What do you love about your neighborhood?

While waiting for others to come in, please drop in the chat:
Better Community Engagement, Better Solutions Reporting
Lessons from Modifier's Community Engagement Coaching for Better Solutions Reporting

March 31, 2023
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
Jingyao Yu
(she/her)

Program Manager, Community Engagement
Presenter

Valerie Dowret (they/she/he)

Editorial Associate, Community Engagement
RESOLVE PHILLY

- BROKE IN PHILLY
- CE TEAM
- EQUALLY INFORMED PHILLY
- modiFIEr
- SHAKE THE TABLE
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
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
How to Become a Listening Newsroom

Gary Bradley-Lopez, Community Engagement Bureau manager
Thank you!

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