

Welcome to America Amplified Election 2024!

We'll get started shortly. Meantime,

What's a fun fact about your
newsroom?
Share in the chat!

Please put in the chat: your first name, your station and your pronouns
PLUS fun fact...



America Amplified 2024!

60 newsrooms including:





Corporation
for Public
Broadcasting

AMERICA AMPLIFIED Election 2024



SESSION 1

Today's Agenda - 2 hours

- Welcome! ✓
- Program Orientation
 - AmAmp: 2024 + history
 - Program timeline
 - Training timeline
 - Trainers & coaching
- The Formula For Change
 - **Breakouts!**
- Public Media & Elections
- Why Engagement?
 - **Breakouts!**
- **BREAK!**
- America Amplified Case Studies
- Homework: Mission Statement & FAQ



Why did we ask you to be on the same computer?



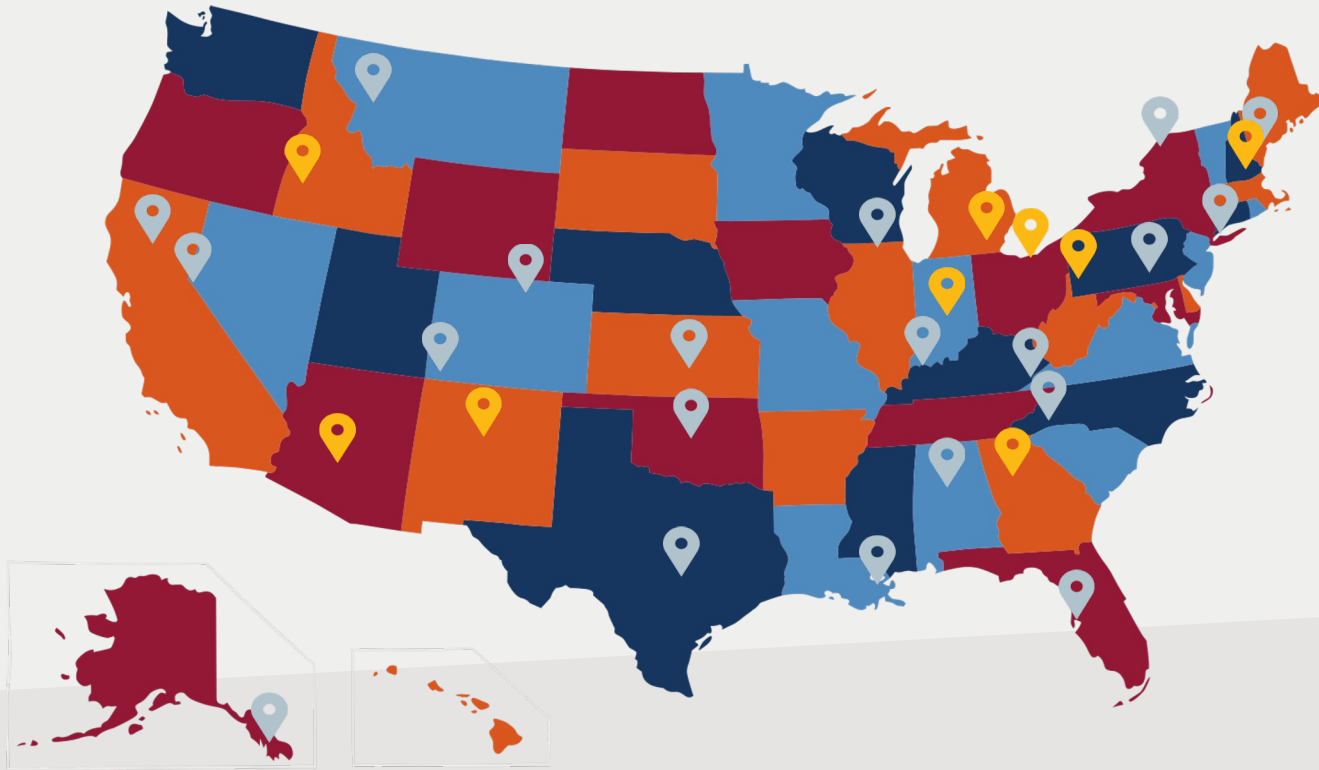
Mission

The America Amplified initiative will empower public media journalists with skills and resources needed to put listening to their communities at the center of the reporting process.

We seek to inspire public media news organizations to better reflect America, build trust and uphold principles of democracy.



FROM WFYI PUBLIC MEDIA 



2022 Midterms

25 states

30 newsrooms



ELECTIONS 2022

America Amplified



What questions do you have about how to participate in the upcoming Midterm Elections?

0/240

Your contact info

We'll be in touch with an answer to your question soon.

Name

Email address

Zip Code

- Please don't publish my name
- I am over 16 years old
- I accept the [Terms of Service](#)



AMERICA AMPLIFIED ELECTIONS 2024 INITIATIVE MISSION:

To ensure our communities have the information they need to
confidently participate in the 2024 elections.

So, what have you
signed up for?

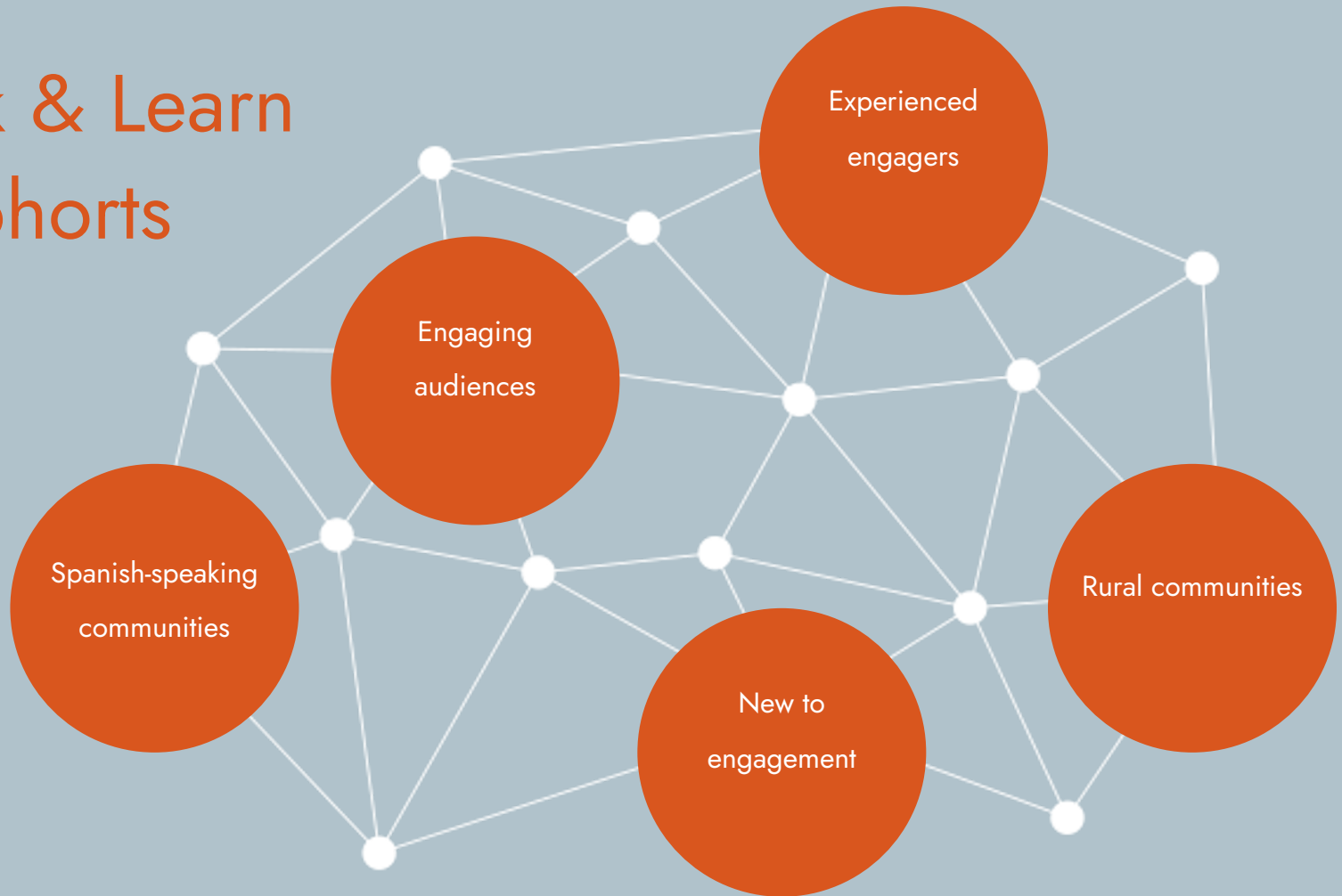


America Amplified 2024 Election Timeline

You are here!



Work & Learn in Cohorts





Training Series

MISSION: The overarching goal of this training is to equip you with the skills, knowledge and tools you need to reach, build trust, and engage with current and new audiences.

Training Timeline: Sept-Dec 2023

TODAY!

1

**The Why
& The What**

Intro to Engaged
Elections

2

The Who
Network Mapping
Part 1

3

The Who
Network Mapping
Part 2

4

The What
Engagement
Strategies

5

**The How
& The Where**
Community and
Internal Partners

6

**The Where
& The Workflow**
Pulling It All
Together &
Defining Success

YOUR TEAM OF COACHES AND TRAINERS:

Your Support Team: We're here to help!



Alisa Barba
(uh-LEE-suh BAR-bah)



Chelsea Naughton
(CHEL-see NAW-tuhn)



Paola Márizan
(POW-la mar-ih-ZAN)



Abbie Mccafferty
(AE-bee Muh-kAE-fer-tee)



jesikah maria ross
(JHESS-ih-kah MAH-ria ROSS)



Jenn Brandel
(JHehN bran-DELL)

Questions?



HEARKEN SUPPORT

Hearken means “to listen”

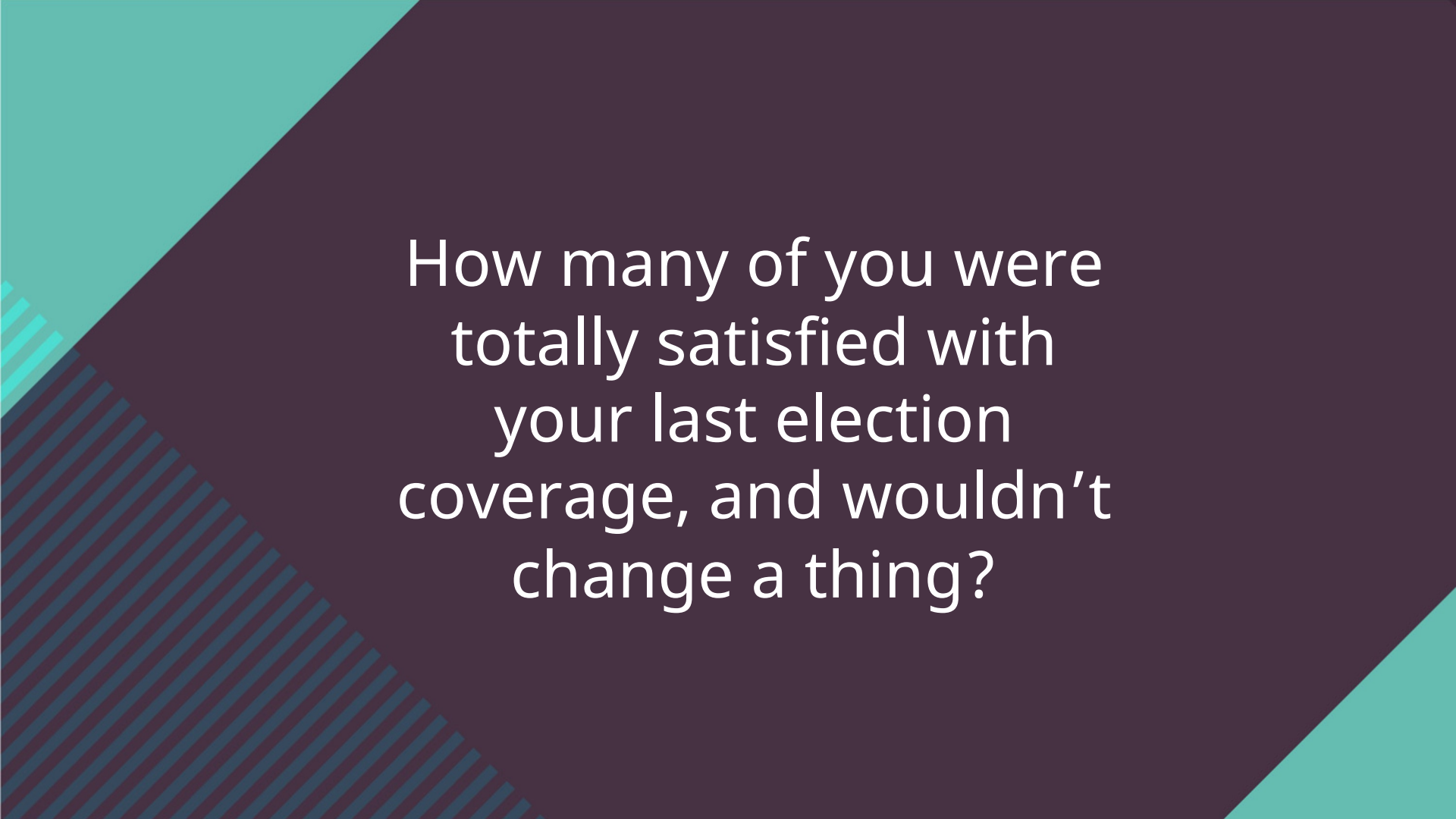
- Former public radio reporter - WBEZ
- Started Curious City in 2012
- Started Hearken in 2015
 - EMS - Engagement Management System
 - Training / coaching
- Hundreds of newsrooms supported in better engaging the public



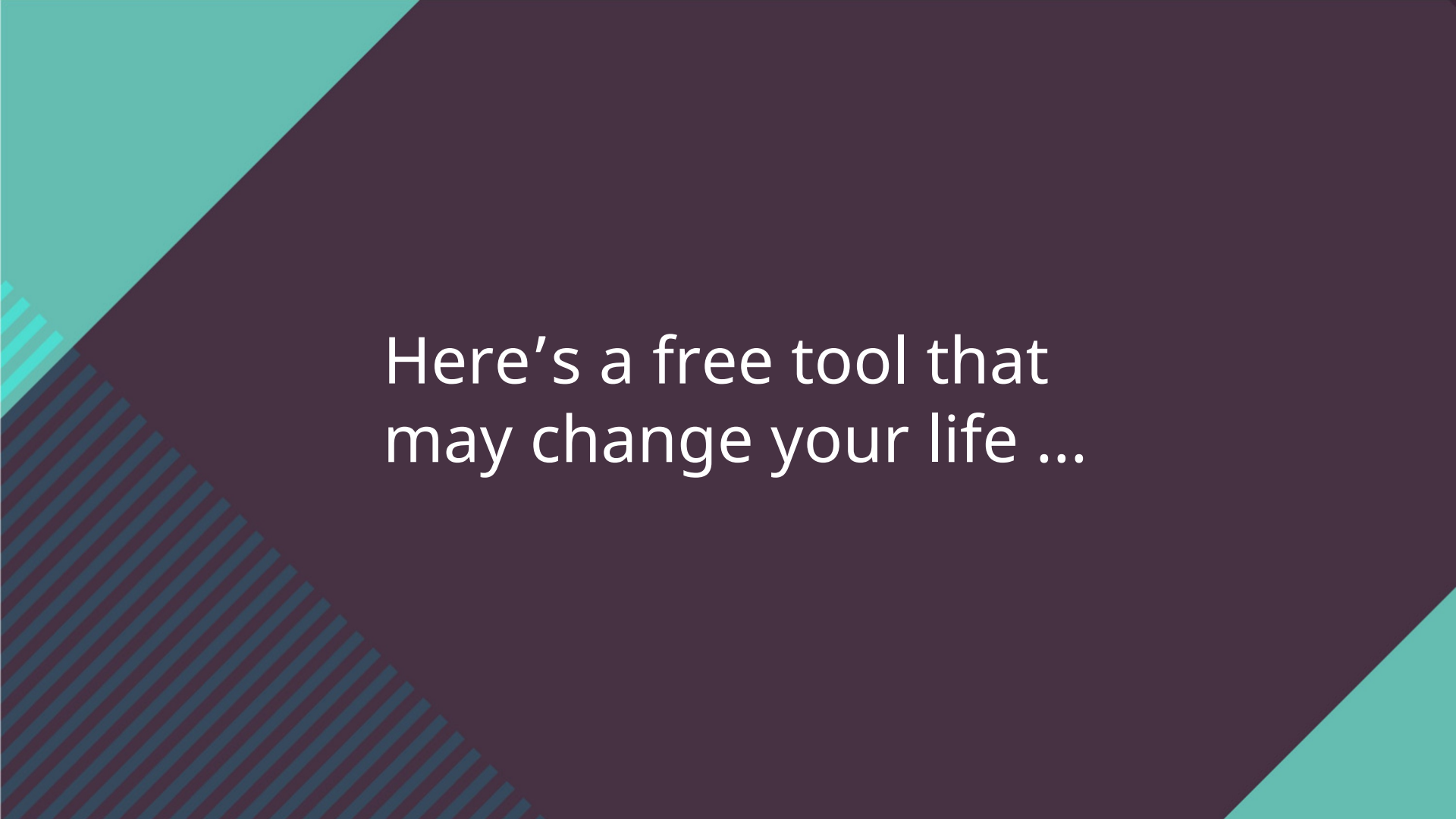
The image shows three overlapping digital forms. The top form is for 'BRAVE LITTLE STATE VPR' and asks 'What question do you have leading up to the 2020 Election?'. The middle form is for 'ATXPLAINED' and also asks 'What question do you have leading up to the 2020 Election?'. The bottom form is for 'KUT 90.5' and asks 'What questions do you have leading up to the 2020 Election?'. Each form includes a 'Your contact info' section with fields for Name, Email address, Phone number, and City/Town, along with checkboxes for 'Keep me in the loop' and 'Sign me up for your newsletter'. The bottom form has a blue 'Submit' button.



HEARKEN



How many of you were
totally satisfied with
your last election
coverage, and wouldn't
change a thing?



Here's a free tool that
may change your life ...

The Formula for Change

Change = Dissatisfaction x Vision x Plan

Reflection:

What frustrates you the most about elections coverage now?


(As someone who makes it or consumes it)

The Philadelphia Inquirer SIGN IN SUBSCR

OPINION

Journalism fails miserably at explaining what is really happening to America

Momentous week of GOP debate, Trump's arrest gets "horse race" coverage when the story's not about an election, but authoritarianism.



Thousands of Trump supporters march toward the U.S. Capitol in Washington on Jan. 6, 2021.
Bonnie Jo Mount / The Washington Post

Connect to FREE Xfinity Internet at home.

The Affordable Connectivity Program could cover your costs.

internet essentials

<https://www.inquirer.com/opinion/commentary/media-2020-election-trump-authoritarianism-20230827.html>

JAMBOARD 101

Session 1 - Dissatisfaction x Vision

1/2

Click this arrow to go to the next prompt

As a news consumer, what frustrates you most about political coverage?

Horse race coverage! It's not helpful for the public!

Sticky note (⌘+Shift+P)

Voila! Add as many stickies as your group comes up with. Listeners are the scribes.

GETTING TO KNOW YOUR COHORT

Chat Roulette

Discuss this question:

What frustrates you the most about elections coverage now? (As someone who makes it or consumes it)

We're going to send you to a breakout room to talk about this / document it!

[JAMBOARD LINK](#)

The Philadelphia Inquirer

SIGN IN SUBSCR

OPINION

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Thousands of Trump supporters march toward the U.S. Capitol in Washington on Jan. 6, 2021.
Bonnie Jo Mount / The Washington Post

ADVERTISMENT

Connect to FREE Xfinity Internet at home.

The Affordable Connectivity Program could cover your costs.

Internet essentials

<https://www.inquirer.com/opinion/commentary/media-2020-election-trump-authoritarianism-20230827.html>



But, public media is unique,
right? *Right?!?!*



What is unique about public media?

How might it have an advantage in serving Americans' election information needs?

Public Broadcasting Act of 1967

Led to the establishment of PBS and National Public Radio

it encourages public [broadcasting] services which will be responsive to the interests of people ...throughout the United States, and that it is in the public interest to encourage... programming... that addresses the needs of unserved and underserved audiences...





“Engagement!”
Yes but, what does it mean?

AHHHHH SO MANY NAMES!!!

Engaged journalism

COMMUNITY ENGAGEMENT JOURNALISM

People-Powered Journalism

public-powered journalism

PARTICIPATORY
JOURNALISM

CITIZEN-CENTERED JOURNALISM

public journalism

SERVICE JOURNALISM

community-powered journalism

DEFINE YOUR OWN TERMS

There is no single way to define “engagement”

WBEZ

Engaged journalism is a journalistic process that starts by identifying and listening to specific communities before any reporting and production. That community input informs what we cover, what we make and how we make it. At WBEZ, our engaged journalism provides practical, actionable utility to the people we serve.

LAist

Engaged journalism is a practice that emphasizes closing the gap between communities and the journalists who aim to serve them; serving those who may not already consume your journalism; thinking differently about story selection, framing, and distribution; and shaping stories with community members.

<https://medium.com/engagement-at-laist/defining-engagement-4f5b2912dcdf>

Defining Engagement

How America Amplified Defines “Engagement”

Journalists cultivating relationships with communities to discover, understand and elevate community needs, aspirations and stories.



Defining Engagement

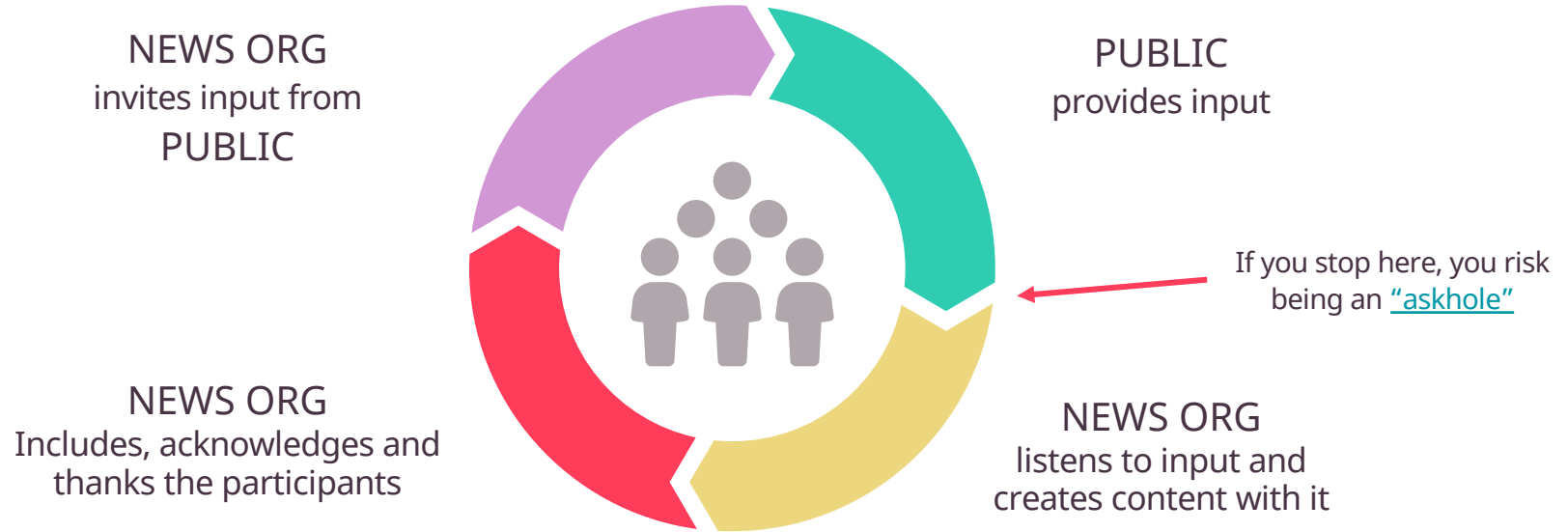
A Litmus Test for “Engagement”

If there’s no pathway for input from your audience to shape the decisions you’re making, then **it’s not authentic engagement.**

Readers commenting, no one in the newsroom reading them: **X (one-sided)**

A story going viral: **X (consumption)**

The Engagement Ring



Audience engagement ≠ community engagement

— Ariel Zirulnick

Audience Engagement

- Focus on building habit, loyalty, and audience revenue
- Analyzing data of current audience, such as content performance, consumption habits, and incorporating into decision-making
- Focus groups of current audience members to better understand their needs and design for them

[Read the full piece here.](#)

Community Engagement

- Focus on understanding voids in the local ecosystem and positioning the newsroom to help fill those
- Physically and digitally appearing where people are, listening to what they think and incorporating it into your decision making
- Centers the community a story is about
- Often generates community partnerships with orgs & groups

YOUR AUDIENCE (PEOPLE WHO KNOW & TRUST YOU)

YOUR COMMUNITY (PEOPLE WHO DO NOT KNOW OR TRUST YOU)

Your website

Your prompt / Invitation to engage
What questions do you have about or for candidates for governor?

Their...

Your newsletter

Your events

Their...

Their...

Your social media

Your partners

YOUR HOUSE

THEIR HOUSE

Their...

Their...



JOURNALISTS





How might engaging better and more deeply be helpful for...

1. Audiences / communities?
2. Your newsroom?

JAMBOARD 101

Session 1 - Engagement - Public + Newsroom

1/2

Click this arrow to go to the next prompt

Share

Open on a Jamb

How might engaging better and more deeply be helpful for the public?

People trust more in the information they get

Voila! Add as many stickies as your group comes up with. Listeners are the scribes.

[Jamboard](#)

Chat Roulette Part 2!

How might engaging better and more deeply with the public be helpful for...

1. The public?
2. Your newsroom?

If you're the listener, take notes! Then switch roles!



Proof Engagement Is
Worthwhile!

DON'T BELIEVE US, BELIEVE 5,000 PEOPLE

People WANT TO ENGAGE WITH YOU! [AJP Report](#)

We asked 5,000 people across the country what they want from local news. Here's what we learned.

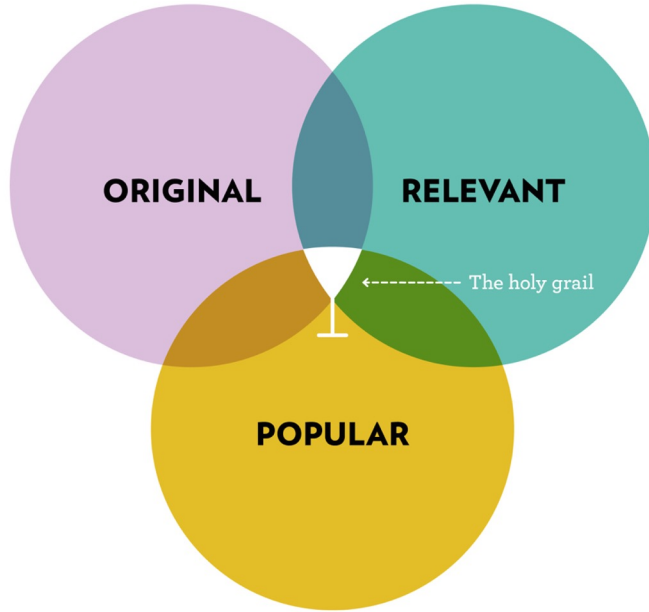
LORETTA CHAO



1. [People do want more local news — emphasis on *local*.](#)
2. [People want a shared, trusted source of facts.](#)
3. [People want the full story of their communities to be told.](#)
4. [People want to know about decisions before they're made, and they want decision makers to be accountable for outcomes.](#)
5. [People want to see themselves in the news, and in the newsroom.](#)
6. [People want journalists to ask *their* questions.](#)
7. [People want information they can act on.](#)
8. [People want the news to meet them where they are.](#)
9. [People want newsrooms to play a role in connecting and convening communities.](#)



Engagement journalism is **good for business**



THE POWER OF ENGAGEMENT

"We offer the first causal evidence that engaged journalism can impact newsrooms' bottom line and improve relationships with the communities they serve."

"We argue that the connection between the audience and newsroom is equally social and economic."

JOURNAL ARTICLE

Curbing the decline of local news by building relationships with the audience [Get access >](#)

Natalie Jomini Stroud ✉, Emily Van Duyn

Journal of Communication, jqad018, <https://doi.org/10.1093/joc/jqad018>

Published: 19 July 2023 [Article history ▾](#)



Want to boost local news subscriptions? Giving your readers a say in story ideas can help

"By providing a service that answers questions posed by audience members, audiences are more likely to reciprocate through subscriptions."

Listening doesn't just make you feel
good

Engagement journalism is good for business

AWARENESS

- **15x more readership** on average for Hearken-powered stories vs. staff-written stories
- Hearken-powered stories are **10x more popular** (clicks, likes, comments and shares) on Facebook than staff-written stories

ENGAGEMENT

- Average **time on page is 4x higher** on Hearken story than staff-written stories
- Average **time on page for Hearken story is more than 1 minute longer** than average for all staff-written stories

CONVERSION

- **54% of people opted in to a newsletter** when given the opportunity on Hearken tech
- On average, readers were more than **2x as likely to become a paying subscriber** after reading a Hearken-powered story than a staff-written story

RETENTION

- **56% emails of questions askers are new** - were not previously registered
- **50% of people** asking questions or voting are engaging with that newsroom for the **first time**



2020 Research Results

Of the newsrooms who participated in our Engaged Elections training in the 2020 elections cycle,

84%

said participating built trust between their newsroom and their community members

89%

said participating helped them be more able to listen and respond to their communities

78%

said participating increased the size of their audience

100%

said they will use the engagement strategies they learned in the next election

Bottom Line

The more your audience feels **included, engaged** and **heard**

The more they **see and hear proof** that you're serving them directly

The more likely they are to:

- **trust** your work
- **consume** your work
- **share** your work
- **attend** your events
- & **pay you**

(And the more likely you'll
receive investment or grants)

QUICK
STRETCH
BREAK





A Buffet of Engaged
Elections Approaches!

America Amplified



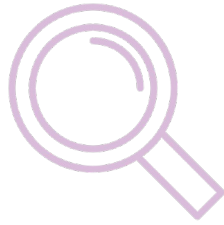
Caveat: We're going to
focus on Q&A
approaches

THE MAGIC OF QUESTIONS

Powerful stories start with powerful questions. Why curiosity?



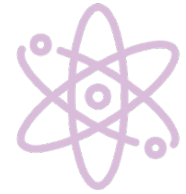
It attracts engagement from people who are humble & starts stories from a more neutral position



Questions enable discovery, and opens people up to new ideas, widening the opportunity for dialogue



Reporting answers focuses a story on a quest, or an adventure, instead of conflict, & attracts people with news-fatigue



Questions are the atomic unit of journalism. Everyone has questions & can participate

WHY QUESTIONS?

Questions are:

- Actionable - *IMMEDIATELY*
- Will provide a **direct service** to the people you're trying to reach / support!
- Will improve the relationship with those groups!
- Will inspire more people to pay you!

Expanded

Add community engagement:

- Cross promote with partners on their sites, social, or newsletters
- Tabling
- Classroom visits



Full-scale

Expanded engagement plus

- Community partnerships
- In-person events

Foundational

Audience engagement

- Your website
- Your social media
- Your newsletter



Foundational

Audience engagement

- Your website
- Your social media
- Your newsletter

Posted the Hearken form on their website:

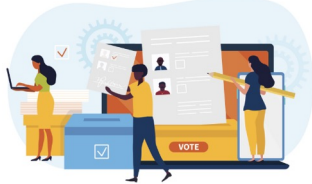
- Homepage
- Right-hand side and landing page for their politics stories
- Built a special landing page



Have no idea **when** and **where** to vote?



What questions do you have about the Dec. 6 runoff election?



Ask us!



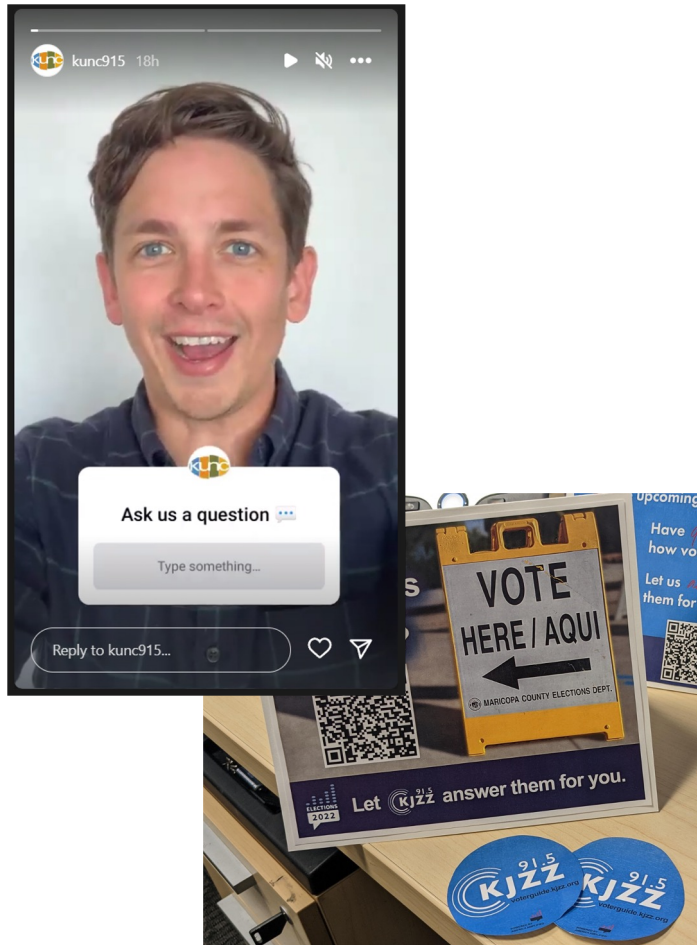
Foundational

Audience engagement

- Your website
- Your social media
- Your newsletter

Send out the call for questions, **AND:**

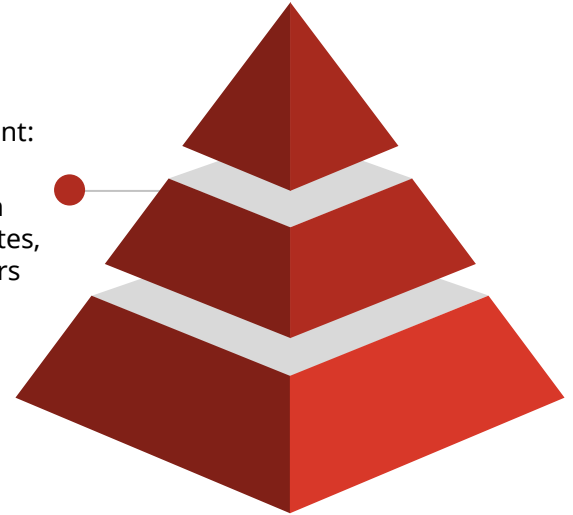
- Shared explainer videos and infographics that answered some of the most frequently asked questions
- Led to more question submissions and addressing more people's information needs.



Expanded

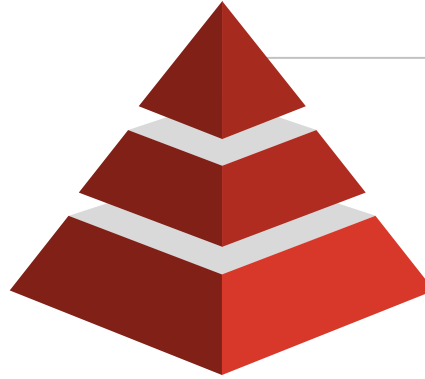
Add community engagement:

- Cross promote with partners on their sites, social, or newsletters
- Tabling
- Classroom visits



Classroom meetings, mini listening sessions, and voxpop

- **KUNC Answered questions in classrooms**
- **NHPR did a voxpop story with youth in a new community**



Full-scale

Audience and community engagement using all the methods described, plus active collaborations with community partners and in-person engagement.

- **WITF hosted an event with Braver Angels to talk to conservatives about the political division in our country**
 - **75 people came representing all ideologies.**
- **Centered transparency in their political coverage.**
- **Collect and integrate feedback**
- **As a result, they got a high volume of really great questions during the midterms.**



How WITF plans to cover elections

By Staff

JANUARY 10, 2023 | 9:53 AM

Regional & State News

National & World News

Politics & Policy

Climate & Energy

Health

Mental Health Behind Bars

The Morning Agenda Podcast

SPECIAL FOCUS

September 11: 20 Years Later

Corridor Counts

Toward Racial Justice

Toward Racial Justice: Voices from the Midstate

Three Mile Island

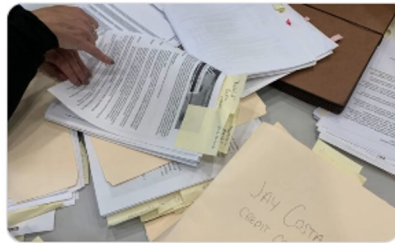
Archived Projects

TRANSPARENCY

Trusting News Project

The days of journalism's one-way street of simply producing stories for the public have long been over. Now, it's time to find better ways to interact with you and ensure we meet your high standards of what a credible media organization should be.

Connect With Our Journalists



MARCH 23, 2023 | 1:34 PM

How Local Government Works: A basic guide to requesting public records in Pa.

Accessing government information is fundamental to keeping elected officials' actions transparent. Here are four basics of citizens' rights to open records.

By [Min Xian/SpotlightPA](#)



What questions do you
have right now?

EARLY IN ELECTION CYCLE APPROACH


Collect questions to ask candidates


What do you want to ask candidates as they compete for votes?

This enables you to reverse power: from reporters sharing what candidates want voters to hear, to voters getting reporters to ask candidates what they want to hear. (aka [The Citizens Agenda](#) model)

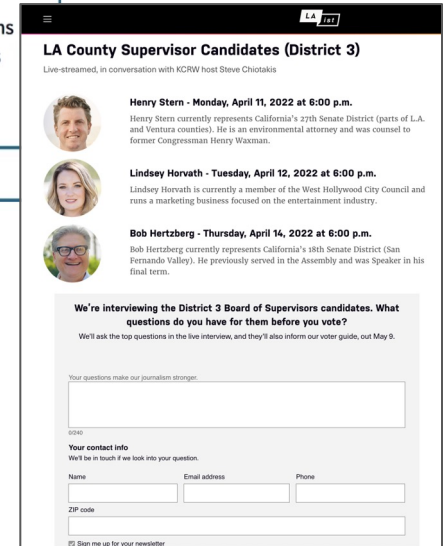
Can result in:

- Candidate questionnaires
- Voter guides
- Interviews
- Etc.





 There are nine contested school board races across Clark County. What questions do you have for school board candidates vying for your vote?


140 CHARACTERS LEFT



LA County Supervisor Candidates (District 3)
Live-streamed, in conversation with KCRW host Steve Chiotakis

 **Henry Stern - Monday, April 11, 2022 at 6:00 p.m.**
Henry Stern currently represents California's 27th Senate District (parts of L.A. and Ventura counties). He is an environmental attorney and was counsel to former Congressman Henry Waxman.

 **Lindsey Horvath - Tuesday, April 12, 2022 at 6:00 p.m.**
Lindsey Horvath is currently a member of the West Hollywood City Council and runs a marketing business focused on the entertainment industry.

 **Bob Hertzberg - Thursday, April 14, 2022 at 6:00 p.m.**
Bob Hertzberg currently represents California's 8th Senate District (San Fernando Valley). He previously served in the Assembly and was Speaker in his final term.

We're interviewing the District 3 Board of Supervisors candidates. What questions do you have for them before you vote?
We'll ask the top questions in the live interview, and they'll also inform our voter guide, out May 9.

Your questions make our journalism stronger:

0040

Your contact info
We'll be in touch if we look into your question.

Name Email address Phone

ZIP code

Sign me up for your newsletter

Answer All The Voting Questions

What questions do you have about voting?

This can result in:

- Deep dives
- Explainers
- FAQs
- Printed guides
- Events
- Etc!

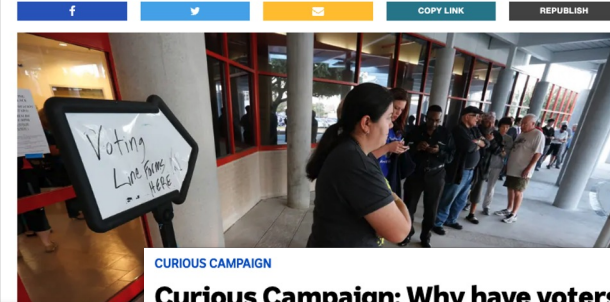
Government, Politics & Issues

Curious Louis: What you need to know about Missouri's new voter ID law

Hey, Texplainer: Why can't all Texans vote by mail?

Allowing all mail-in votes for elections is legal in 22 states, but not in Texas, where only certain voters can mail in their ballots. The Legislature's special session will address mail-in ballot fraud but won't expand mail-in voting.

BY ALEX SAMUELS JULY 4, 2017 12 AM CENTRAL

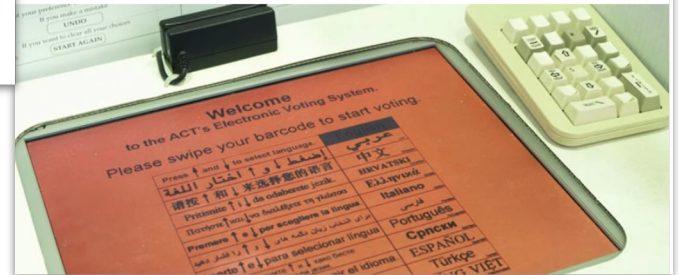


CURIOUS CAMPAIGN

Curious Campaign: Why have voters not had access to electronic voting?

By Nick Harmsen

Posted Thu 26 May 2016 at 3:17pm, updated Thu 26 May 2016 at 10:47pm



AFTER THE ELECTION CYCLE APPROACH

Get aftermath questions!

What questions do you have about how the election went?

This can result in:

- Deep dives
- Explainers
- FAQs
- Etc!

The screenshot shows a dark blue web form for submitting questions. At the top left is the 'ELECTIONS 2022' logo, and at the top right is the 'k m u w WICHITA 89.1' logo. The main question is 'What questions do you have about how the election went?' with a text input field below it. A character count '0/240' is visible. Below the question is a section titled 'Your contact info' with the text 'We'll be in touch with an answer to your question soon.' This section contains three input fields: 'Name', 'Email address', and 'Zip Code'. Below these are four checkboxes: 'Sign me up for KMUW's email newsletter!' (checked), 'Please don't publish my name', 'I am over 16 years old', and 'I accept the Terms of Service'. A prominent orange 'Submit Question' button is at the bottom. At the very bottom, it says 'This project is part of America Amplified.' and 'Powered by Hearken | Terms of Service | Privacy Policy'.

The screenshot shows a dark blue web form for submitting questions in Spanish. At the top left is the 'ELECTIONS 2022' logo, and at the top right is the 'k m u w WICHITA 89.1' logo. The main question is '¿Qué preguntas tiene sobre las elecciones intermedias?' with a text input field below it. A character count '0/240' is visible. Below the question is a section titled 'Datos de contacto' with the text 'Nos pondremos en contacto con una respuesta a su pregunta pronto.' This section contains three input fields: 'Nombre', 'Dirección de email', and 'Código postal'. Below these are four checkboxes: '¡Suscríbeme a tu newsletter!' (checked), 'Por favor, no publiques mi nombre.', 'Soy mayor que 16 años.', and 'Acepto los términos del servicio.'. A prominent orange 'Enviar Pregunta' button is at the bottom. At the very bottom, it says 'Este proyecto es parte de America Amplified.' and 'Desarrollado por Hearken | Términos de servicio | Política de privacidad'.

Homework

Mission Statement & F.A.Q.s



From big picture to tactical:



- ↓ What is your newsroom's role in democracy?
- ↓ **What is your newsroom's mission?**
- ↓ **What is your vision / mission for politics coverage?**
- ↓ What activities will you do to support that mission?
- ↓ What will you *stop* doing to support that mission?
- ↓ How will you measure success?



Earn trust
by telling the story
of your journalism

Why this matters



- Not all journalism is good. It's rational and wise for people to be skeptical of "the media."
- Our job is to differentiate our own work and show what makes it trustworthy.



Why this matters

Academic study found Americans of all political persuasions agree that the news media is fundamentally untrustworthy, even as they tend to tune into the same channels and spend similar amounts of time engaging with the news. Distrusting the news, in a sense, is presented as a badge of honor:

- “I’m always skeptical”
- “I take it all with a grain of salt”
- “I would just like to rely on instinct”
- “Is it from a news source that I trust? Reading it, I feel like I have a pretty good sense. I get an intuition”



If readers don't know something about you, they won't give you the benefit of the doubt. Their assumptions won't necessarily be flattering ones.



Tell your own story.

Why should people invest in you?

Feel a connection to you?

Trust your team?

Who else (if not you) will describe what sets you apart and makes you special?

Mission statements can
take several forms



POLITICS

Mary Plummer, covering politics:

Democracy can be messy. In Southern California, the political system is changing in front of us, from how we vote to who is running for office. Many voices are shouting to be heard. I examine who gets listened to, and why, and provide a guide to anyone who wants to more fully participate in civic life.


Twitter: [@maryplummer](https://twitter.com/maryplummer) | Email: mplummer@scpr.org



I'm Nick, and I believe in democracy



Nothing matters more to me than helping people understand the world they live in and making sure the government is accountable to the people it serves. **Help me continue to work for you by signing up today for a digital subscription to the Coloradoan.**

 Share

Coloradoan.



A good mission statement should include:

Why: The reason you do what you do.

How: The way you conduct your work.

What: The actual thing you do.

“Start with why” conference
presentation by
Mariah Craddick and Brian Boyer,
February 2020



Mission statements

- Hold your newsroom accountable (internally and externally) by getting on the record
- Show you have values, ethics, goals
- Help newsroom respond to comments from community (confidence in responding)
- Keep your coverage consistent and tied to goals

Beyond the mission statement



- What can you tell users about your priorities?
- Are there stories, situations you won't cover?
- What sources will you rely on for information?
- How will you cover candidates?
- How will you report on results?
- Expand on goals by providing examples of stories
- How do you work to be fair?

CPR NEWS MISSION FOR 2020

CPR News

COVID-19 POLITICS MONEY ARTS ENVIRONMENT SCHEDULE SUPPORT CPR

How CPR News Plans To Cover The 2020 Election

By Kevin Dale and Rachel Estabrook · Aug. 28, 2020, 1:47 pm

Pssst! Here's [CPR News' Voter's Guide to the 2020 Election](#).

Here's some good news: Most Americans [believe the news media is really important to a democracy](#). The portion of people who say it's "critical" has even gone up in recent years.

But at the same time, when then asked about specific national news outlets, [surveys show Americans have become more polarized in how much they trust](#) — and use — them.

At CPR News, our mission is to serve all Coloradans, not a partisan sliver. As the election approaches, we wanted to explain more thoroughly what we're doing to earn your trust every day.

How we plan to cover Election 2020:

- [What's our coverage mission for the 2020 Election?](#)
- [How are we planning to cover the entire state? How do you choose which regions to focus on?](#)
- [How do we select sources for stories? What about anonymous sources?](#)
- [How do we make editorial decisions around candidate coverage and interviews?](#)
- [How do we make editorial decisions about what stories to write, or what to cover?](#)
- [When covering different parties, how do you make sure coverage is equal? What about minor parties?](#)
- [How do you fact check stories or things politicians say?](#)
- [Take our survey.](#)

Do you have a question we haven't answered? [Let us know.](#)



What is your coverage mission during the 2020 election?

In just a couple months, you'll sit down with your ballot, and see a long list of names and questions about everything from taxation to wildlife. Amidst everything else happening this year — a deadly virus, remote schooling, a reckoning on racism, historic wildfires, unprecedented unemployment, daily life disruption — it would be understandable if you don't fully know the details of how those names and those questions on your ballot would change life for you and your community.

That's where CPR News comes in. Our role is to inform your civic participation. We want to help you understand how the people running for office, if they win, will address — or won't address — the things that matter to you. And because Colorado is a direct democracy state, we also want to help you figure out what your votes on ballot measures will mean.

In 2020, CPR News has made it our mission to put you at the center of this election. Political reporting could easily put the politicians at the forefront, focusing on things the campaigns want the public to judge them on. [Instead, we are seeking out your voices](#), to hear what you think is most important, what you want to see the politicians address, and to understand the circumstances in your life that drive your participation in this democracy.

By working with you, we can target our questions to the candidates in a way that will be most useful to you as you make decisions with your ballot in hand. We know that every Coloradan can't ask the candidates questions directly. So our job is to ask those questions that are most important to the people who live here, and to hold the candidates accountable for their answers and for their past words and actions.

[See more from CPR](#)

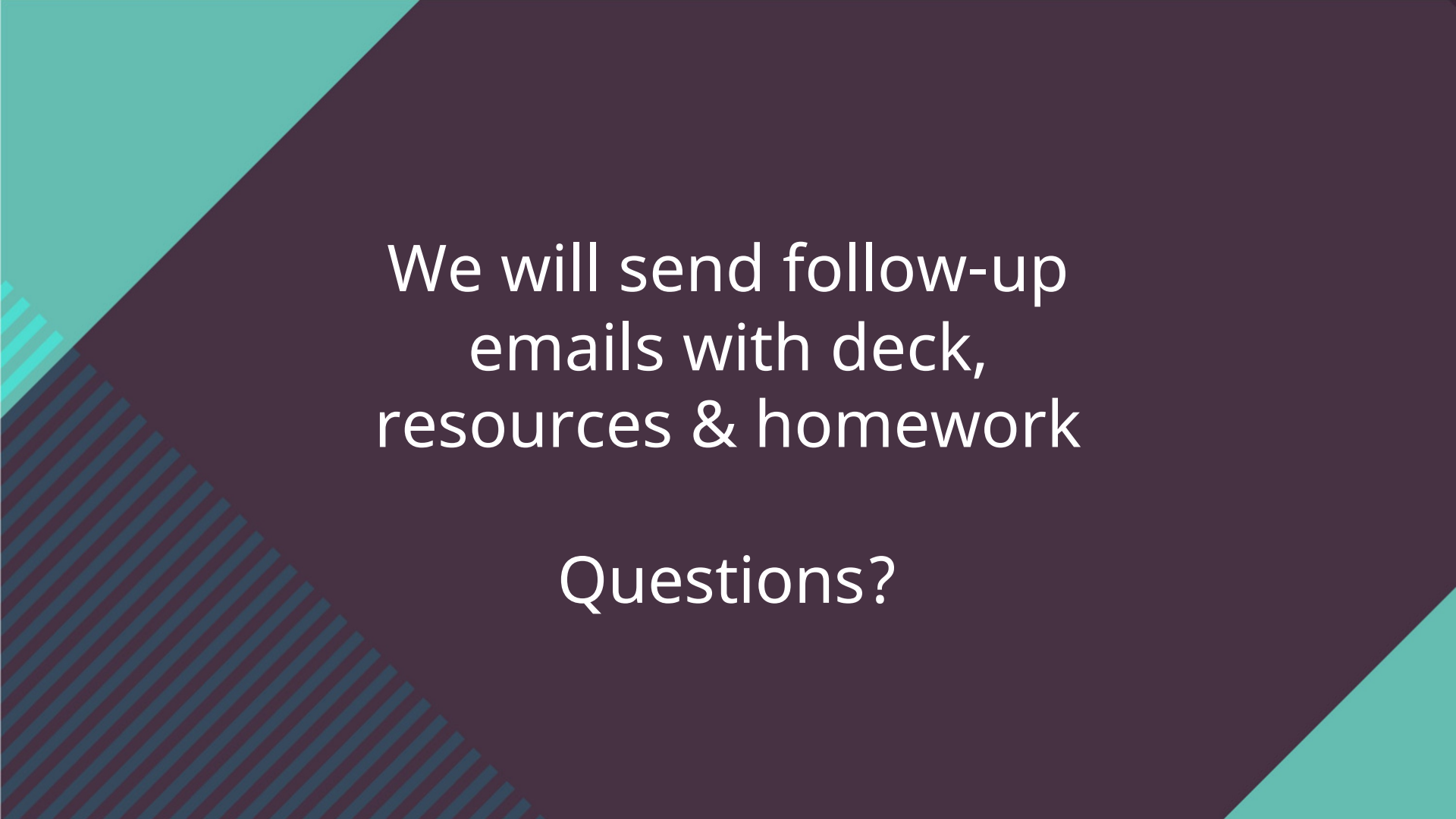


Get on the record

1. Draft a mission statement for your coverage of democracy, politics and government.
2. Make a list of questions you want to explain about the goals of your coverage & how you make decisions.

Be both big-picture and specific. Explain your values, then explain how those values guide your decisions. Give examples. Write for your community, not other journalists or politicians.

We suggest you finish your Mission statement & list of questions before Session 2 (10/25/23)



We will send follow-up
emails with deck,
resources & homework

Questions?



Thank
You!

The image features the words "Thank You!" in a highly stylized, 3D font. The word "Thank" is rendered in a gradient of pink, orange, and purple, while "You!" is in a gradient of blue and green. Both words have a thick black outline and are surrounded by several yellow starburst shapes with pink and orange outlines. The entire graphic is set against a white background, which is itself centered on a dark purple background with a light purple and blue geometric pattern on the left side.