COMMUNITY WORKSHOP
South LA & Global City
Introductions

who am I?

WHO ARE YOU?
Attendance.
Punctuality.
Communication.
What is community reporting?
Community reporting is...

- Authentically reflecting the voices and experiences of people within a community.
- Useful to the community - journalism is a service
- Participating in conversations being had within the community
- More than demographics, geography, identity, institutions, etc.
How to find [dig] & develop stories?
How to find [dig] & develop stories?

Embed yourself

- Have lunch and or hang with friends in your community

- Participate in community groups on and offline

- Know influencers on and offline
Common practice

- Identify yourself

- Always get interviewee info:
  - Full name and how to spell it
  - Contact information
  - Age
  - Year and major - if applicable

- General practice: Try not to offer anonymity
Common practice continued

- When pitching a story
  - What is a story?
  - Meet the audience where they are - even a simple live tweet should be editorially strong

- When telling a story
  - Accuracy, fairness, transparency
  - Be persistent
  - Mistakes and corrections
  - Don’t be afraid to question everything, but also LISTEN

“Journalism is printing what someone else does not want printed: Everything else is public relations.”
- George Orwell
What's your story?

- What's the point of your story?
  - What's your headline?
  - Brief description of story w/ location and timeliness

- Why is this relevant to our audience?

- Who are the people that are essential to the story?

- What elements will you gather?

- What research have you done and who have you talked to?

- Format (can change)

- Link (sources) & Related hashtags (if any)
Common pitfalls

Avoid

- Ego - Journalists aren’t the heroes
- Preconceived notions/bias
- Reinforcing stereotypes by playing on words, phrases, descriptions used in mainstream media
- Don’t allow other reporting to dictate your descriptives of people and places
- Editorializing
Don’t be that journalist who...

- Thinks this is just an assignment - Be part of the community
- Tells the same story as past journalists have told at Annenberg Media, but adds no new layers
- Who competes with others on your team - sharing is caring. We are all on the same team for truth.
Don’t be that journalist who...

- Who feels the need to insert themselves into the story.
  - Not everything is about you

- Think critically about the story and the community before inserting yourself into the narrative.
  - Does this story benefit from a stand-up? Or first person narrative?
Troubleshooting a story

- Call your editors
  - If an editor isn’t available, call a fellow
- Be prepared to pivot - What’s your plan B?
- Trust your gut. When in doubt, ASK!

I’ve made a huge, tiny mistake.
Thoughtful Language

resources.uscannenbergmedia.com
Reporting safety

resources.uscannenbergmedia.com
The magic ingredients to any story regardless of platform or storytelling style: **Ethics and editorial strength**