

KPCC | 89.3FM **LA** *ist*



**BUILDING AN ENGAGED REPORTING DUO:
How an Engagement Producer
and a Reporter Work Together**
#ONA22

Who are we?



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**What's one community
you are hoping to
reach?**

LET'S CREATE A SHARED DOC!
<https://kp.cc/reportingduo>

**Human-centered
design reserach
to redesign the
early childhood
beat**

FEBRUARY 2019

GOING TO THE EXPERTS

How KPCC turned to parents when redesigning
its early childhood education and
development coverage.

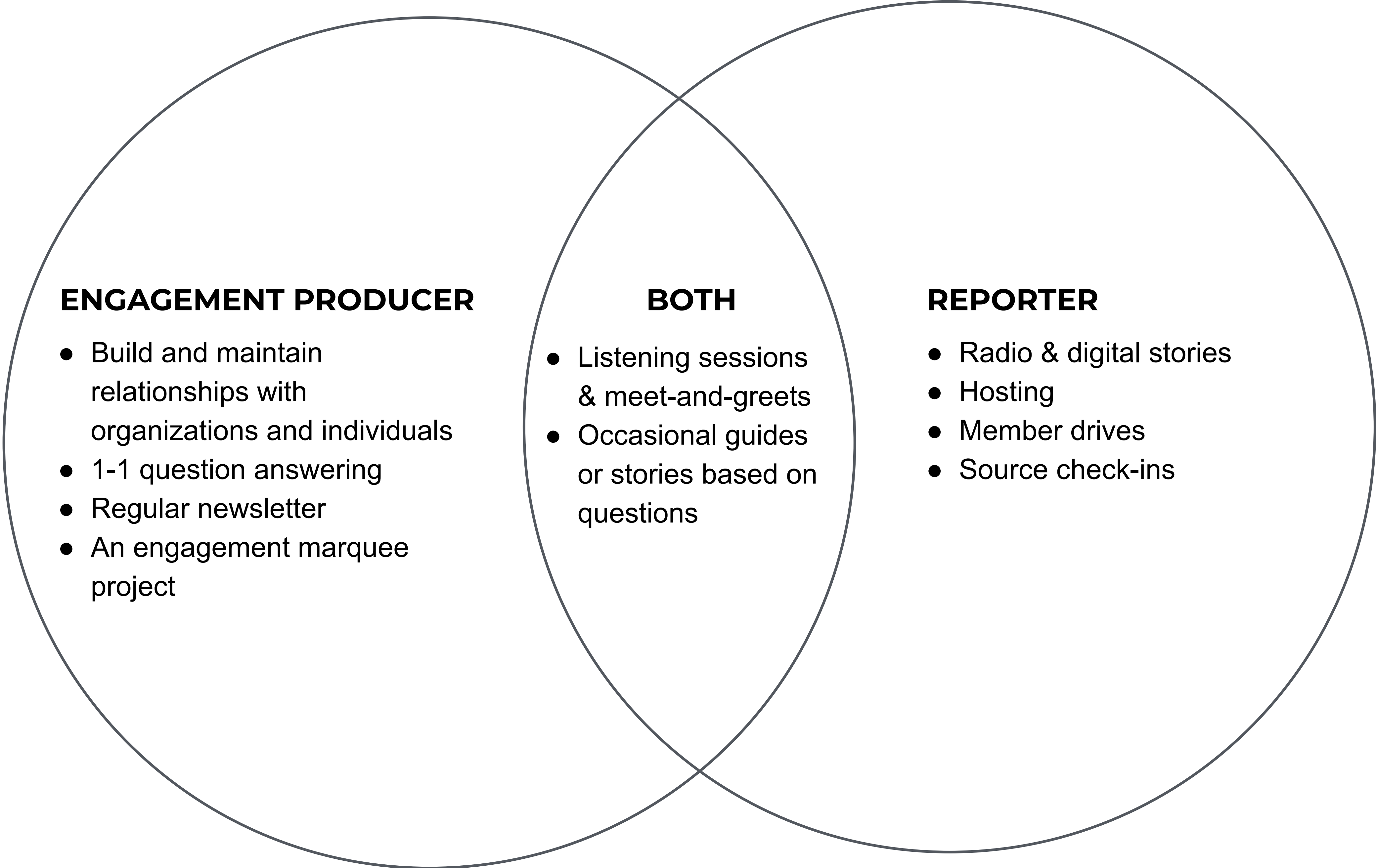
- **Our audience:
Parents, caregivers,
and educators
across Southern
California**
- **A “low tech, high
touch approach”**

Prepared by:
Ashley Alvarado
Kristen Muller

 **89.3 KPCC**



Elena, parent



ENGAGEMENT PRODUCER

- Build and maintain relationships with organizations and individuals
- 1-1 question answering
- Regular newsletter
- An engagement marquee project

BOTH

- Listening sessions & meet-and-greets
- Occasional guides or stories based on questions

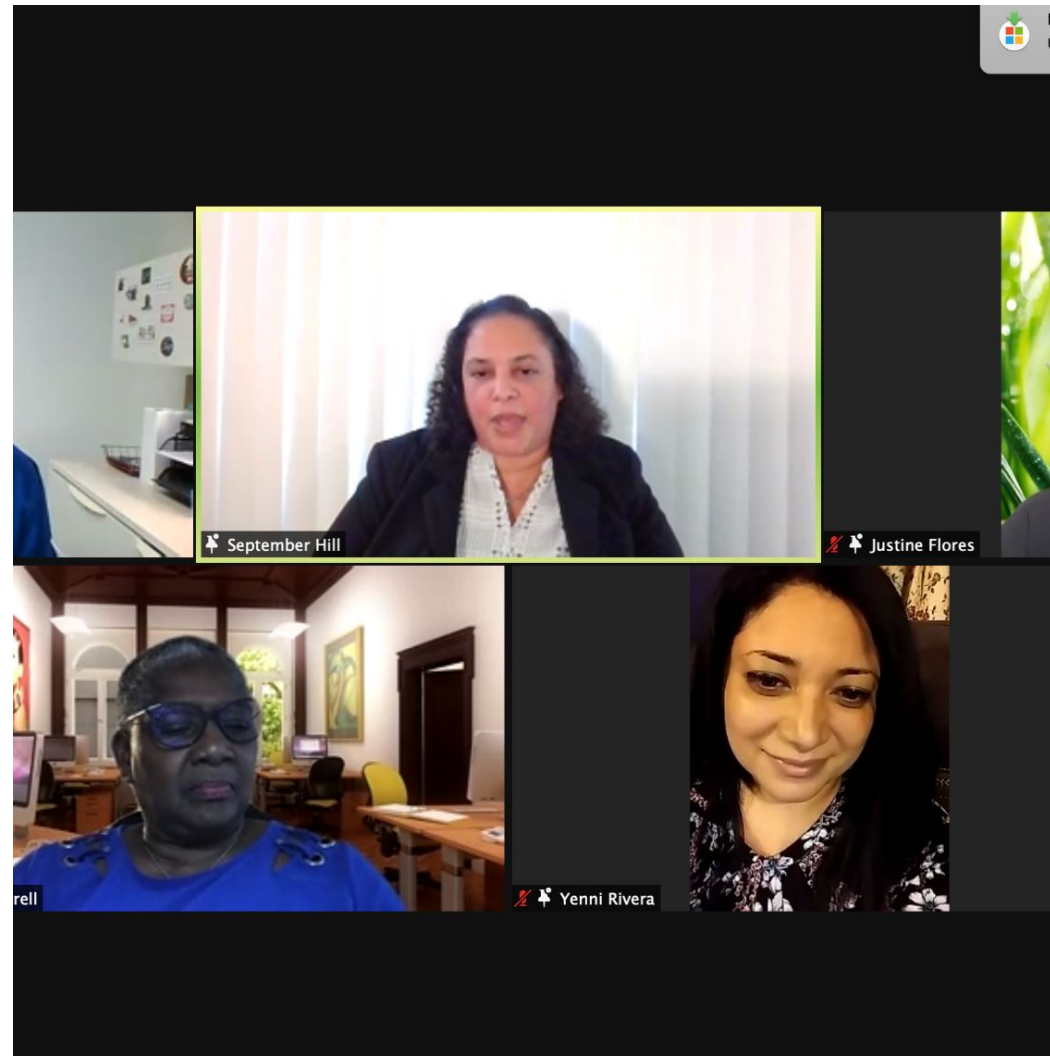
REPORTER

- Radio & digital stories
- Hosting
- Member drives
- Source check-ins

THE SECRET SAUCE

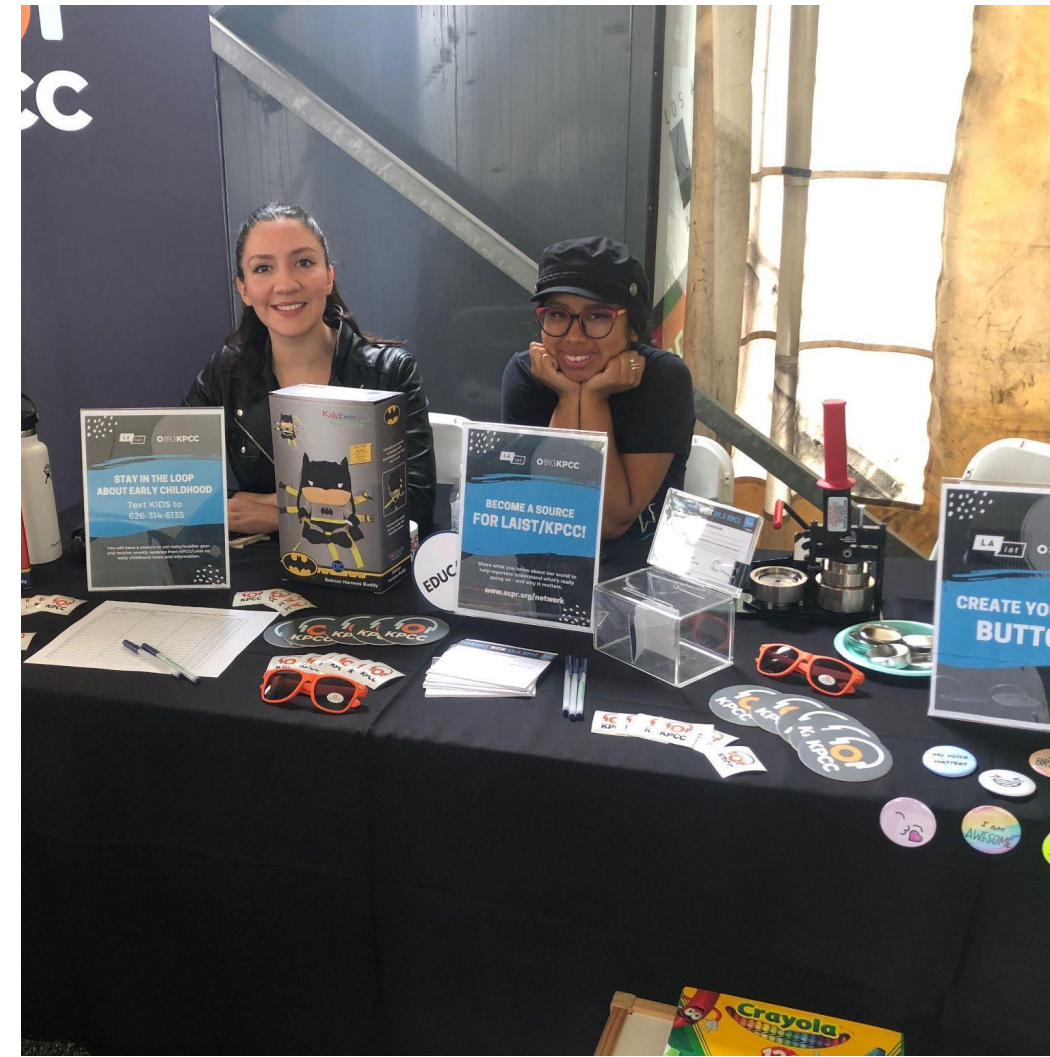
- Collaborate with organizations already building trust
- Break down barriers: child care, translation, rides
- Be a human
- Respect people's expertise

MEET AND GREETS



WHERE?


TABLING



ATTEND EVENTS



LISTENING SESSIONS



Do you care for a child or children ages 5 or younger? Or know someone who does? Southern California Public Radio, home to KPCC (89.3 FM) and LAist.com, is inviting caregivers and educators to participate in an interactive project where you photograph your life.

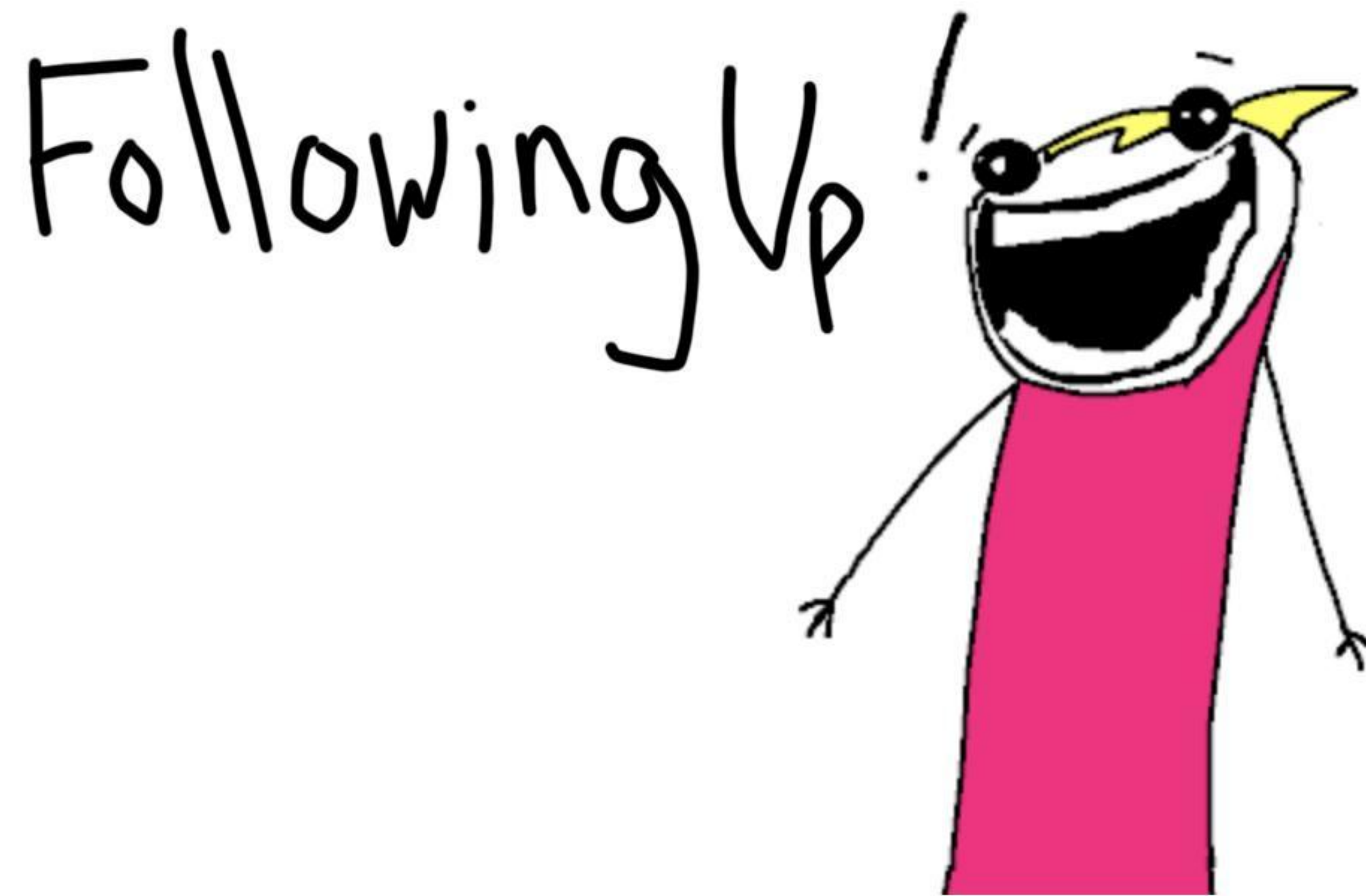
We'll read every response, but nothing is shared without your permission. Apply today!

[Start](#) press Enter ↵

CALL OUTS



SPECIAL PROJECTS



[A modified version of Ally Brosh's webcomic.]

- **Short term:** Telling people (including helpers/unnamed sources) how to read and listen to the story.
- **Medium term:** Check-in calls and meetings, flagging relevant opportunities to participate in our journalism. Newsletter.
- **Longterm:** Annual survey

**What ideas do you have
for how to reach your
target audience/s?**

ADD IT TO THE SHARED DOC
<https://kp.cc/reportingduo>

How to turn engagement into stories

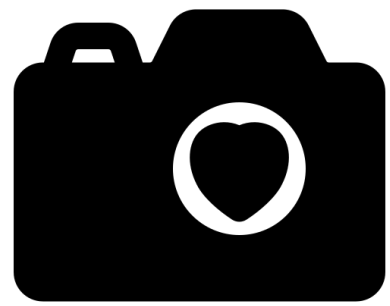


Child Care, Unfiltered

- 12 child care providers
- 3 meetings to discuss themes
- 5 photo essays & a series of audio postcards
- 1 bilingual live virtual event
- 5 art installations across Southern California

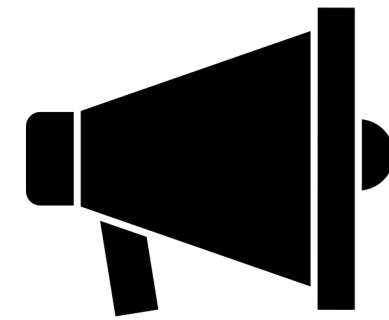


I don't have time for that ...



Use photos (or art!) to spark conversation

It doesn't have to be a project that lasts a year. It can also be short interventions like people sending in their photos around a particular topic for a one-off piece or incorporating a drawing activity in an event or listening session.



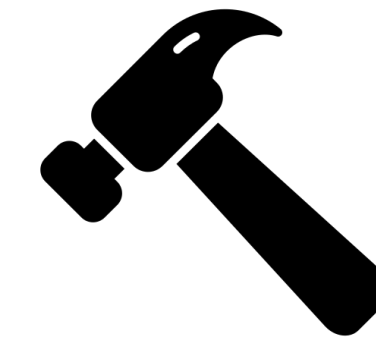
Create opportunities for people to tell their own stories

There are lots of ways to do this. Some ideas: an Instagram takeover, opinion pieces, a series of personal essays.



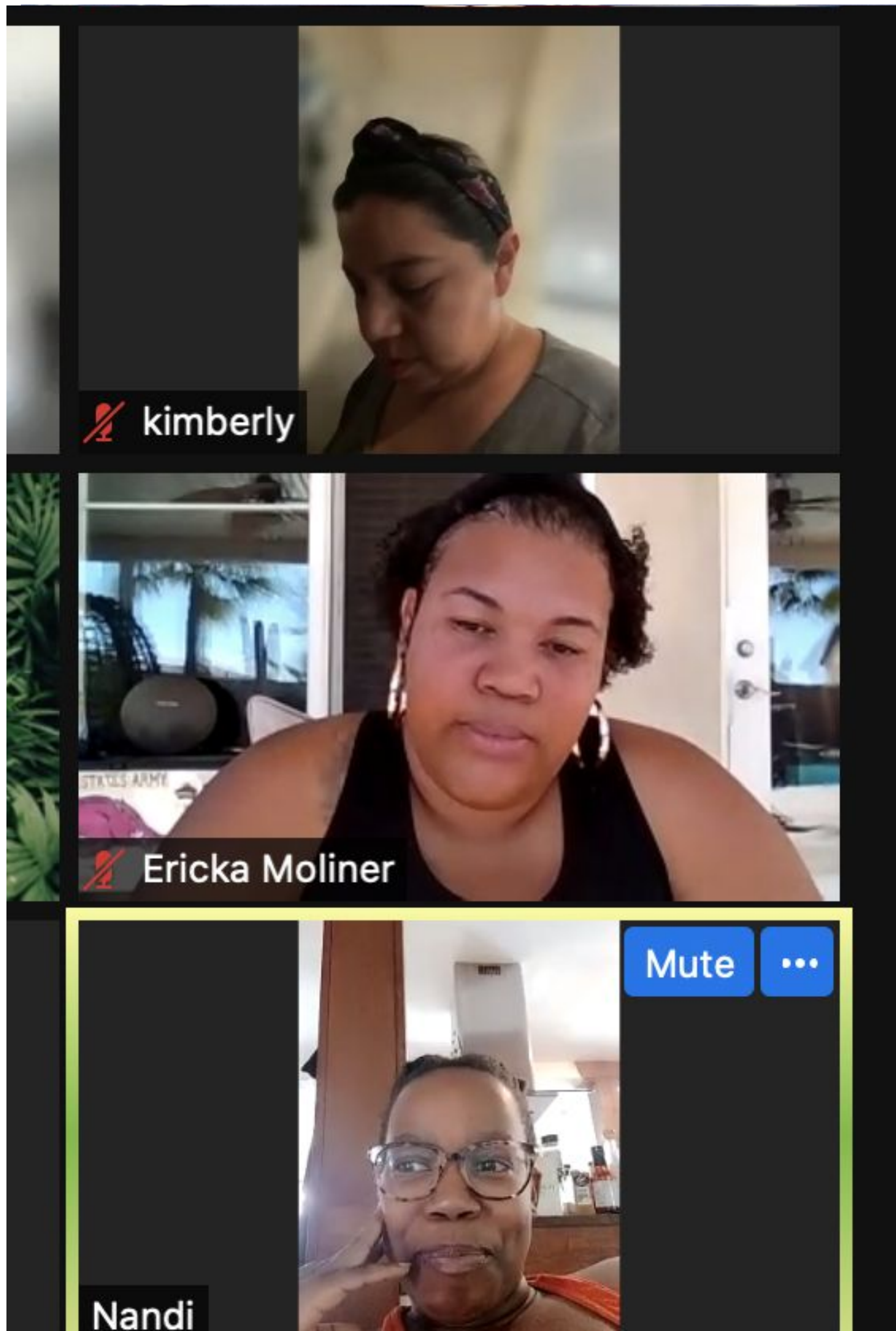
Convene meetings with decision makers.

Convening people is a journalism superpower! It is possible to create opportunities to have people share their stories directly with decision makers.



Break down barriers.

Find ways to go outside of your organization's typical networks, set up conversations without agendas to get to know more about people, be persistent with changing policies that make it hard for people to participate.



Turning Everyday Engagement into Reporting

- Evolving source relationships
 - Tip,tip, hooray!
 - Explainers
 - Become a newsroom fixer
-

Engagement = Organization (I've got a doc for that)



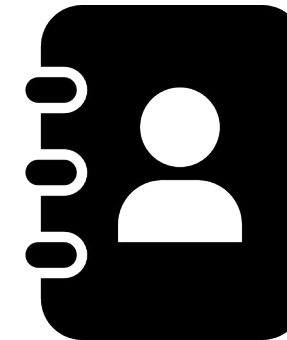
Running notes

- Keeps all information from specific public meetings, agencies and sources together.



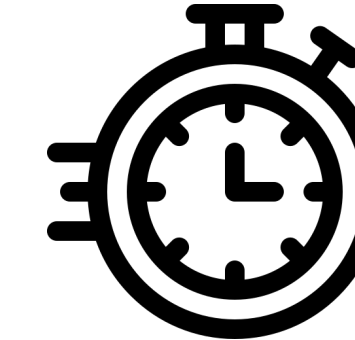
Story doc

- Creates consistent story formatting
- Keeps research, notes, transcripts, sources all in one place



Source list/ CRM in AirTable

- You never know when you'll need to talk to a _____
- Keywords are key!
- You can still do this even w/o fancy software.



Story tracker

Helps me answer:

- When did I do that story?
- Where's the link?
- What did people say about it?
- What did I learn?

	A	B	C	D	E	F	G	H	I	J	K
1	Date	Headline	Radio elements	Link	Source tracking?	Slug	Engagement?	Feedback	Lessons learned	Story Doc	Other
2	6/21/22	COVID-19 Vaccine Available For LA County Infants And Toddlers	wrap, C&C	https://laist.com/news/health/covid-19-vaccine-available-for-la-county-infants-and-toddlers	Y	VACCINE UNC	Re-connected with ██████ a source from the COVID stress parenting story. Also interviewed ██████ who I've talked to on background before about her concern that child care providers were caring for the last group not eligible for a vaccine.		A win! Collaborated with Jackie on a more comprehensive web post.	https://docs.google.com...	
3	6/6/22	How Much Play? How Much Money? As California Moves Toward Universal Pre-K, Parents Weigh Options	Feature, wrap	https://laist.com/news/education/los-angeles-parent-decisions-preschool-changes-universal-transitional-kindergarten-2022-pasadena-unified	Y	PRE-K DECISIONS DECISIONS	Catalyst for the story was an email from the central parent, ██████ who was struggling with the decision of where to send her daughter to school next year now that an appealing TK program at a local public school was an option.			https://docs.google.com...	
4	6/10/22	Speak Up, Get Support, Turn Off The News: Expert Tips For A Successful Pregnancy	C&C	https://laist.com/news/education/early-childhood-education-pr-e-k/los-angeles-california-pregnancy-birth-tips-doulas-postpartum-coronavirus-pandemic-2022		PREGNANCY EVENT WRAPUP		"Thank you for sharing and thank you for continuously holding space for birthing people to be seen, heard, and ask questions." — email from doula ██████ after I shared a link back to the event.	█████ has a clean audio recording of the event so I don't have to convert the video for transcription.	https://docs.google.com...	

ECE Photography Project (YEAR 2, 2020-2021)

INDEX

CONTENT

LAist

GROVE

LIVE LINKS

Broadcast

DOCS/FOLDERS

BROADCAST Drafts

LOGISTICS

PARTICIPANTS

MEETINGS

RAW MATERIAL

PHOTO SELECTS

INTERVIEWS

REPORTING DRAFTS

PHOTO INSTALLATIONS

Continuing Threads



Nov. 2019

- Mariana starts
- Stefanie convenes meeting with Black infant and maternal health advocates.

Dec.- Jan. 2020

- Publish an accountability story about a doula pilot program.
- Guide to navigating doula services in LA.

May 2020

- Coronavirus
- Re-connected with birthworkers and updated doula guide

2021-2022

- Listening sessions and stakeholder meetings around pregnancy
- Launched Hey BB text message service



Challenges

- **Internal buy in** - How can my engagement work help meet the newsroom's needs?
- **Daily reporting** - Figure out where engagement is a priority and how to balance with breaking news
- **Source diversity** - Who is not reflected in our reporting and how do we reach them?
- **Setting expectations with community members** - Not every person who we engage will end up as a source in a story and we cannot do all the stories!

“Me dejaste sin palabras ... es sensacional, estoy muy emocionada ... Es increíble el proyecto. Muchas gracias por incluirme.”

“You left me without words. It’s sensational, I’m really emotional, the project is incredible. Thank you so much for including me.”

— Susana Alonzo,
family child care provider



**What will you take back
to your newsroom?**

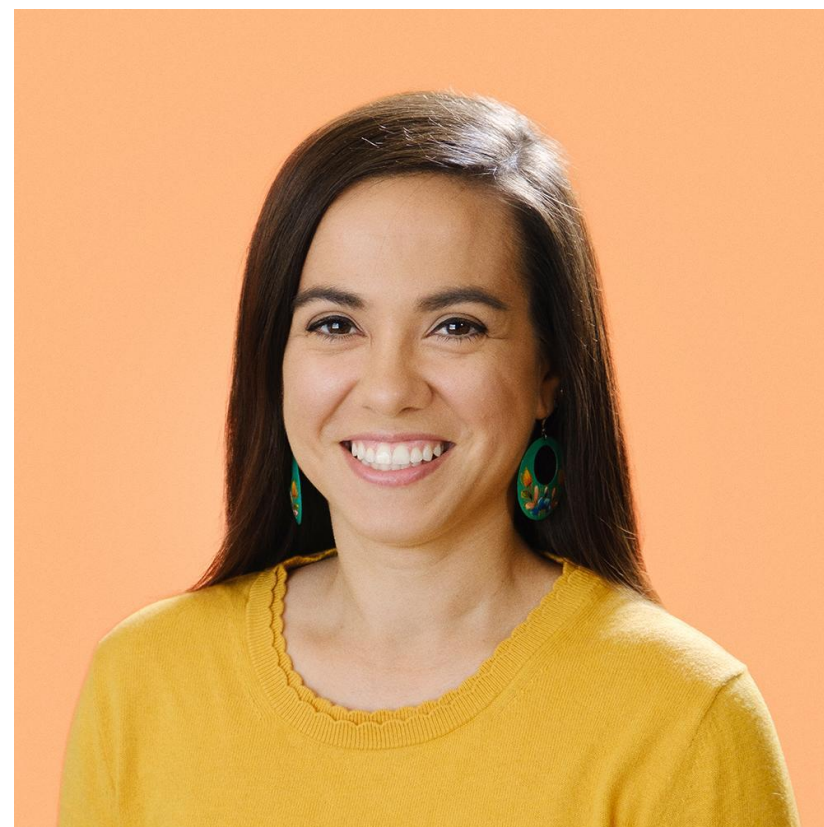
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Let's stay in touch



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