

# Turning engagement into news

## EXAMPLES FROM WFYI & SIDE EFFECTS PUBLIC MEDIA

When you're a journalist out in your community, you always have an ear out for a good story. Engagement isn't so different! Here are a few ways our teams have translated engagement into coverage.

### ANSWERING AUDIENCE QUESTIONS

- Throughout the pandemic, we used a text group to communicate with community members
- Someone asked a question about how/whether isolation during the pandemic impacted child development
- Christine used this question as a springboard for a two-way with a child development expert

### LISTENING SESSIONS - ADDICTION AND RECOVERY

- Arranged 3-4 listening sessions before reporting started.
- Assured participants conversation was ON BACKGROUND to encourage candid interaction.
- Debriefed as a group after the conversations and teased out story ideas.
- Followed up independently with participants to ask they would give an on-the-record interview.
- Resulted in several spots and upcoming features! Find them here.

### TEASING OUT THE NEWS

- Listening sessions are like on-background interviews on steroids -- more powerful than one-offs.
- That's because you get a group of experts in one space and get them to talk to you -- and amongst themselves -- and all sorts of powerful insights emerge.
- Those insights are the seeds of powerful, impactful, community-informed reporting.
- Editors can have confidence that the themes that emerge during listening sessions are indeed important to report on -- because this group of people with shared wisdom told you they are.
- You've also now built trust with this whole group of people, by taking time to listen to them. And they will help open doors for your reporting -- serve as sources, connect you to other sources, etc.

WE ARE HAPPY TO ANSWER QUESTIONS OR TALK THROUGH IDEAS!  
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