A civic communications ecosystem that supports communities to thrive: Journalism of, by and for all

WHAT WE LEARNED FROM EXPERIENCE ENGAGEMENT

On October 1-4, 2015, 105 journalists, community members, journalism students, educators, and others came together at the University of Oregon’s George S. Turnbull Portland Center to consider the question:

What’s possible when the public and journalists engage to support communities to thrive?

This highly interactive session was filled with participant-led conversations that produced some groundbreaking shifts in how people saw themselves, each other, their roles, their relationships with each other, the purpose and practice of journalism, as well as the implications for a civic communications ecosystem for information and interaction. The intent of this report is to share what happened and to move the innovation forward.
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EXECUTIVE SUMMARY

We come from the assumption that journalism and community are inseparable:

- Information health is vital to community well being.
- Journalism is vital to community information health.
- Community support is vital to journalism.
- Ultimately, communities are responsible for their own stories; journalism is part of that.

Engagement between community and journalism is a promising intersection for generating trust and actions that support both journalism and communities to thrive. In journalism today, the term engagement has recently been used to mean social media or audience development. Through conversations at Experience Engagement, the word took on a clear – and different, meaning. Engagement is about authentic connections, valuing people, and mutual exchanges so that what’s best for individuals and the community as a whole emerges.

With both journalists and other community members present at Experience Engagement, some conversations also pointed towards a communications ecosystem that supports the civic health of communities. Beyond journalism as we know it, this civic communications ecosystem would provide robust information, feedback, inclusive dialogue, strategy and action for serving community goals.

Journalism of, by, and for all means:

- Strengthening the communications capacity within communities, including creating structures for people to tell their own stories in their own voices.
- Strengthening the engagement capacity within journalism, expanding the traditional role of journalism to be more participatory.
- Fostering a new symbiotic relationship between communities and journalism, developing a community of practice.
- Nurturing a nascent third way: a communications ecosystem that cultivates a thriving civic sphere of engagement.
Strengthening the communications capacity within communities

The theme that emerged was, “Nothing about us without us.”

Many people came into the Experience Engagement gathering with the perspective that journalism is apart from, perhaps somewhere above the community. Journalists observe and report on the community from some distance, detached and unengaged. Journalists may have good intentions, but the focus of their work too often is conflict, resulting in stories that are incomplete and leave people with a sense of hopelessness. Participants spoke of feeling that journalism is done to them, rather than for them, and it too seldom is done with them. This prompted one participant to ask, “If a community is always being portrayed negatively, what does that do to the soul of that community?”

Two questions were particularly significant:

1. Who tells your story?
2. Who decides what is newsworthy?

The community storytellers at Experience Engagement made it visible that communities are increasingly taking responsibility for their own stories, many involving youth and artists in the storytelling.

Participating civic leaders and non-journalists voiced the desire for the creation of “safe” space where they could connect and share stories with one another and with journalists in order to spread knowledge and share lessons learned. As one participant explained it, “Think about not just bringing people into the room, but to a place where they can speak from power, authority, and safety.”

Strengthening the engagement capacity within journalism

The theme that emerged was, “Speak truth to empower.”

Many participants called for a change in the traditional role of journalism. The emerging purpose of journalism is more expansive and engaging than the traditional purpose, which is generally seen as providing people the news and information they need to be free and self-governing.

Beyond providing information, journalists must help people discover, create,
share and utilize the information they need to be free and self-governing. **Journalism must become a participatory, networked process with community engagement at its core.**

Participants identified several emerging values that could promote the shift to a more participatory purpose for journalism.

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**Fostering an emerging symbiotic relationship between communities and journalism**

The theme that emerged was, “**Listening is our superpower.**”

*Experience Engagement* participants offered a variety of observations and questions to inform an emerging community of practice, notably:

> There can’t be authentic listening if there isn’t authentic speaking on the part of the community because of a lack of trust.

Listening is foundational to foster this new symbiosis between communities and journalism because it cultivates trust. Put simply, “To thrive together, communities and journalism must DECIDE together.”

Developing a “community of practice” to foster a new symbiosis is a way to
achieve journalism of, by, and for all. A project, led by the Agora Journalism Center, is underway to put an infrastructure in place to support this community.

Nurturing a nascent third way: a communications ecosystem for a thriving civic sphere of engagement

This theme emerged from this analysis: “Communities need a civic sphere of engagement.”

To be a sustainable, thriving ecosystem, communication needs to go beyond “reporting” what is happening in the ecosystem to providing robust information, inclusive dialogue, and collaborative action that achieves community goals. The “third space” for engagement that participants articulated moves beyond journalism as the principal agent of information to envision a third space implicit in this question:

What would journalism look like if it were generated OUT of community rather than FOR community?

A bridge-building, connector role appeared in several sessions that pointed to responses to this question. One name used during an action-oriented breakout session was “community weaver”. Its goal is to strengthen the ties between journalism and community members and institutions on behalf of community wellbeing and development.

Cultivating a strategic framework for evolving a civic communications ecosystem

The diagram below emerged from reviewing the work participants are pursuing or considering. The actions in it provide a strategic map for amplifying work already underway and insight into choices for where to invest resources towards an ecosystem focused on supporting communities to thrive.
Evolving a Civic Communications Ecosystem

COMMUNITIES
Strengthen capacity for stewarding community well being
- Develop storytellers
- Involve youth
- Collaborate with artists

ENGAGEMENT
Connect communities and journalism
Just do it

JOURNALISM
Strengthen engagement capacity
Create structures for doing engaged journalism

Support the community of practice by increasing the size and intersection
Empower journalism education

NATURE A THIRD WAY
A Communications Ecosystem for a thriving Civic Sphere of Engagement

Nothing about us without us • Listening is our superpower • Speak truth to empower
REPORT

Introduction

On October 1-4, 2015, 105 journalists, community members, journalism students, educators, and others came together to consider the question:

What’s possible when the public and journalists engage to support communities to thrive?

This highly interactive gathering was filled with participant-led conversations that produced some groundbreaking shifts in how people saw themselves, each other, their roles, their relationships with each other, as well as the purpose and practice of journalism.

Participants expressed deep gratitude for this chance for a deep dive with a diverse mix of people present. They spoke of renewed faith, hope, inspiration, and support. They told us they felt more confident to act on new ideas and excited by new connections. Many spoke of a revised sense of calling as journalists. A few even spoke of a shift in mindset in how they saw the relationship between communities and journalists.

This report draws from the conversations that took place regarding changing roles of communities and journalism as they develop robust, inclusive news and information ecosystems. It highlights shifts taking place at the intersection between communities and journalism -- where they engage. The source materials are notes and images from both plenary and breakout sessions at Experience Engagement. In analyzing, organizing and summarizing the data, we stayed as close as possible to what we were hearing.

This report contains six sections. The first section defines engagement. The second section reflects on what people said about strengthening the communications capacity of communities. The third section explores the changing nature of journalism as it strengthens its capacity for engagement. The fourth section is about the intersection between community and journalism -- a symbiosis where engagement occurs. The fifth section considers an emerging civic sphere served by a communications ecosystem with new roles and relationships. The last section offers a framework for next steps.
What is Engagement?

We come from the assumption that journalism and community are inseparable.

- Information health is vital to community well being.
- Journalism is vital to community information health.
- Community support is vital to journalism.
- Ultimately, communities are responsible for their own stories; journalism is part of that.

Engagement between community and journalism is a promising intersection for generating trust and actions that support both journalism and communities to thrive. In journalism, the term engagement has recently been used to mean social media or audience development. Through conversations at *Experience Engagement*, the word took on a clear – and different meaning.
Engagement is about authentic connections, valuing people, and mutual exchanges so that what’s best for individuals and the community as a whole emerges.

Some quotes from session notes:

*Engagement is recognizing and inviting the collective smarts and wisdom of our readership/audience. And realizing that we are not the holders of the solutions but that they are coming from the communities.*

*Engagement involves going to the preferred physical space or platform and language of the community most affected by the issue that you cover. It allows for creating more meaningful relationships between the community and the newsroom.*

Community engagement is relational, not transactional, designed to bring both spheres into the other with a goal of supporting communities to thrive. Both journalists and community members realized that both need new supports, new ways of doing work to achieve that goal. If engagement is a place where community and journalism create inclusive dialogues, then inclusive dialogues, they believe, can lead to more sustainable community actions. Each sphere has key roles to play in fostering these dialogues, reporting on discussions and solutions and helping whole communities to thrive.

**Strengthen the communications capacity within communities**

The theme that emerged was, “**Nothing about us without us.**”

Many people came into the Experience Engagement gathering with the perspective that journalism is apart from, perhaps somewhere above the community. Journalists may have good intentions, but the focus of their work too often is conflict, resulting in stories that are incomplete and leave people with a sense of hopelessness. Participants spoke of feeling that journalism is done to them, rather than for them, and it too seldom is done with them. This prompted one participant to ask, “If a community is always being portrayed negatively, what does that do to the soul of that community?”
An intention for storytelling and journalism emerged towards the end of *Experience Engagement*:

*The purpose of storytelling and journalism in a community is a way for it to talk to itself, understand itself better. Storytellers are bridge builders and connectors to bring disparate communities together.*

Two questions were particularly significant:

1. **Who tells your story?**
   Communities are places of rich, diverse activity with people in them acting on behalf of community well being. The baseline perspective is that traditional journalism misses much of that activity. Perspectives from people who don’t fit the dominant cultural narratives are often unheard and unseen or treated as odd and covered by “parachuting in” when covered at all. As a consequence, journalism has little relevance and less trust, particularly in communities of color.

   The emergent perspective is that communities are increasingly taking responsibility for their own stories, many involving youth and artists in the storytelling.

2. **Who decides what is newsworthy?**
   The baseline perception is that journalists have a professional frame and routines for determining what is newsworthy. It is institutional, often political and relentlessly negative. This frame directs and constrains the pursuit of the story.

   An emergent perspective calls for changing the newsroom model that determines what is news. As one participant said it, “The people that newsrooms aim to serve should be involved in the process of deciding what is newsworthy.”

   The community storytellers at *Experience Engagement* made it visible that communities are increasingly taking responsibility for their own stories, many involving youth and artists in the storytelling.

   The participating civic leaders and non-journalists especially voiced a desire for the creation of “safe” places where they could connect and share stories with one another and with journalists in order to spread knowledge and share lessons learned. As one participant explained it, “Think about not just bringing people into the room, but to a place where they can speak from power, authority, and safety.”
Here are some other suggestions for strengthening the communications capacity within communities:

- Promote diversity that is reflective of your community to ensure all have a voice -- participate.
- Use personal stories to move people. Data is not enough.
- Give and get support, helping each other to thrive through inspiration, constructive criticism, experience, sharing and collective action.
- Create safe space that allows us to be authentic.
- Balance love, empathy, validation with challenge and pushing boundaries.
- Create collaborations that equip everyone to act.
- Make invisible voices visible.

The oft repeated theme, nothing about us without us, was tweeted and quoted constantly over the course of the conference. It captured a seminal notion about the shift in relationship between community and those who cover its stories. Its spirit is reflected in this African proverb:

“Until the lion has his or her own storyteller, the hunter will always have the best part of the story.” - African proverb

On Friday evening, members of the public joined conference participants for a community conversation on “Inclusive Competitiveness” -- a vision and strategy for equipping underrepresented populations to engage in the innovation economy. An outcome of the conversation was guidance for working together within communities and between communities and journalists. The statements below come from that session.

- HONOR COMMUNITY VOICE: Respect the people and institutions on the outside – do not sanitize their experiences, but bring them in. End goal isn’t always a big change – but looking at each other. “What would journalism look like if it was generated OUT of community rather than FOR community?”
- CELEBRATE COMMUNITY SUCCESSES: Stories, including those that illuminate the past, can help communities see the path to achieve what they thought was impossible. “Cultivate listening, learning and telling stories of what IS thriving.”
- BUILD RELATIONSHIPS: “Don’t just invite communities to YOUR (media) table… get out and join their table, build relationships, share a meal, create trust. Inclusiveness is not just throwing your doors open and saying you
have a safe space to engage.”

- LISTEN: “Listen to learn, not listen to tell.”
- BE INCLUSIVE “We are all together in the business of creating positive change. But we cannot do it effectively without INCLUDING each other. Recognize we are all part of the same community and that we all are collaborators in sharing authentic stories that bring value and call us to develop as human beings.”
- FIND STORIES THAT MATTER: “When people see their lived experiences reflected in the news, when people see answers to the questions they have about their communities in the news, when people see the value of journalism and share the values that drive the best journalism.”
- BE INTENTIONAL: “Be clear about what we value.”
- EMBRACE DISCOMFORT: “Communities and journalists can thrive through honest, authentic (though sometimes uncomfortable) conversation to create work representational of PEOPLE not roles.”

**Strengthen the engagement capacity within journalism**

The theme that emerged was, “*Speak truth to empower.*”

Many participants called for a change in the traditional role of journalism. The emerging purpose of journalism is more expansive and engaging than the traditional purpose, which is generally seen as providing people the news and information they need to be free and self-governing.

Providing citizens with the information they need to be free and self-governing is insufficient for a radically connected world. Beyond providing information, journalists must help people discover, create, share and utilize the information they need and want. **Journalism must become a participatory, networked process with community engagement at its core.**

Participants identified several emerging values that could promote the shift to a more participatory purpose for journalism. And, just as the purpose of journalism must be reconsidered, so must some of its principles and practices.
Journalism principles

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Throughout the *Experience Engagement* discussions, participants explored how traditional journalistic norms of objectivity and neutrality can be reconciled with emerging values like engagement, empathy and inclusion. This is an area of considerable concern for many journalists. Independence has been a core tenet of professional journalism for more than a century. The first obligation of journalism is to serve the public, therefore ethical journalists have sought to avoid any activities or relationships that create or appear to create conflicts of interest.

*Experience Engagement* participants explored how this traditional norm is affected by the reality that the digital age is creating a new global interdependent reality. Here is some of what was said:

- People have to trust you; you can’t show favoritism.
- You need to be representatives of the process and not the outcome.
- You don’t need to advocate for a specific method or solution, just show what’s out there.
- Get people to think of the common purpose. That can be fairly neutral.
- Distinguish between what is advocacy and what is simply offering solutions.

*Newsrooms should see themselves as a part of the community, which could be defined as a group of people with shared experiences, people with whom we have relationships and to whom we feel accountable.*

*Journalists need to develop/build relationships with people who live in the communities they write stories about. “We need to make connections, but in a way that preserves our role.”*
If engagement is becoming a core value of journalism, what are the ethics of engagement? This is a question requiring further exploration, but, as one participant said, “Whatever engagement by journalists looks like, it is not top down. It is not trying to steer people.”

Setting expectations from the beginning in this type of work is important, including making the purpose clear and identifying the strategy and goals.

**Journalism Practices**

The baseline perception is that journalists have a professional frame and routines for determining what is newsworthy. It is institutional, often political and relentlessly negative. This frame directs and constrains the pursuit of the story, limiting who is interviewed and what is heard.

The emergent perspective calls for changing the newsroom model that determines what is news. As one participant said, “The people that newsrooms aim to serve should be involved in the process of deciding what is newsworthy.”

Within a community there are layers and layers of lived experience. How can journalists accurately represent the layers of a community and not as a monolith? Or, as one participant put it, “We have a lens that we listen through and can’t help but interpret and filter what we hear through our own experience. How do we know we got it right? How do we know we are interpreting correctly and accurately?”

One answer is engaging communities when newsrooms are determining what is newsworthy. Ask the community, “Why does it matter?” Go from perceived need to identifying actual need and then respond to that.

In addition to listening to the issues that communities are struggling with; listen to the solutions they’ve also found. Make that part of the story.

One journalist described this as giving the power we have back to the community and allowing them to to tell their own story. Another described it as making conversation with and participation by the community the product of journalism, not just a means to an end.
Foster a new symbiotic relationship between communities and journalism:

The theme that emerged was, “Listening is our superpower.”

The baseline perspective was that the relationship between communities and journalism is broken. People value journalism, but they aren’t satisfied with what they are getting. Public trust in journalism is at record lows, and without public trust, journalism is irrelevant. These observations supported this baseline perspective:

- Many people have “Apocalypse Fatigue” because news is so often negative, sensational and focused on conflict or controversy.
- Many communities have little or no access to robust, reliable, relevant local journalism and people there feel disenfranchised.
- Many people don’t see themselves or their truth in the news.

The emergent perspective is that journalists and communities need a new, symbiotic relationship. Put simply, “To thrive together, communities and journalism must DECIDE together.”

Developing a “community of practice” to foster this new symbiosis is a way to achieve journalism of, by, and for all. A project, led by the Agora Journalism Center, is underway to put an infrastructure in place to support this community. A report will accompany this evaluation shortly that employs a values analysis identifying “what matters most” to our community of practice. It will also highlight the functional and thematic elements that attendees identified as valuable and/or desired. This will inform the structure of the platform and how people will interact in the collective spaces and with one another.

*Experience Engagement* participants offered a variety of observations and questions to inform this emerging community of practice. Many centered on the theme of listening. Among them:

- How can journalists listen to hear a more complete story? How can they listen to learn, not listen to tell?
- Can journalists help community members listen to one another?
- Sometimes it’s important to listen to the community, just to listen to the community.
Participants spoke of the need to move forward with a spirit of inclusion, empathy and hope.

**Inclusion**
- Journalists can be thought of as architects of participation.
- Promote diversity that is reflective of your community to ensure all have a voice and participate.
- Good stories emerge from authentic conversation with diverse groups of people.

**Empathy**
- Empathy is the most powerful tool for helping people connect; you are thinking and feeling simultaneously.
- Journalism often shows up on the worst day people’s lives. How does that affect how we relate to people?
- Listen to learn, not listen to tell.
- What are questions that you can ask that people who often aren’t heard WANT to answer versus the question you want to ask?

**Hope**
- Tell stories of optimism and victory with the same passion we bring to tragedy.
- Cultivate listening, learning and telling stories of what IS thriving.
- Stories can help communities see the path to achieve what they thought was impossible.

**Nurture a third way: a communications ecosystem for a thriving civic sphere of engagement**

Through engagement, the relationship between journalism and communities is evolving from separate spheres of journalism and community to a symbiotic connection between them. While much of the conversation at *Experience Engagement* centered on these ideas, in some conversations this symbiotic intersection seemed to be a step in a trajectory towards a “third way”. Beyond journalism as the principal agent of information, some envisioned a third space implicit in this question:
What would journalism look like if it were generated OUT of community rather than FOR community?

Given today’s communications capabilities, journalism is part of a larger communications ecosystem that supports a community’s civic life to thrive. Some participants were unsure if journalism and its commercial focus and journalism and its objective focus can serve the communities in which they report. They started from the principle that the community is an ecosystem. At the heart of their perspective: To be a sustainable, thriving ecosystem, communication needs to go beyond “reporting” what is happening in the ecosystem to fostering robust information, feedback, inclusive dialogue, strategy and action that bring about community goals.

While challenging to name, terms like “ecosystem” and “sphere” seemed to point to the spirit of these emerging ideas. One session returned to basics as it grappled with the implications:

Why are we engaging...? We need to have a fundamental rethinking of the purpose of our work... if it is about democracy, journalism might not be the way to get us there?

Maybe it’s not just about journalism and community... there is a whole new role which is the ambassador between worlds. What is that role?

These participants yearned for a “third space” where inclusive dialogue among all residents of a community lead to common ground for action around community issues. They recognized that their needs include the ability to be informed, to consult and connect with internal community expertise, to involve all in dialogues about the community vision, to collaborate across demographics and community sectors like health, education, housing, etc. And finally, they determined that community residents need quality information to solve their issues.

Characteristics from a plenary session on what guides your engagement work provide some insight into the nature of this civic communication space:

- Invest in authentic relationships...they generate meaning, cultivate trust
- Create collaborations that equip everyone to act
- Be curious and open
- Make invisible voices visible
- Tell holistic, solution-based stories
Emerging Roles for a Changing Ecosystem

Perhaps journalists can be thought of as architects of participation in this model. Or maybe, as is often the case with innovation, new roles emerge. A bridge-building, connector role appeared in several sessions. One name used during an action-oriented breakout session was “community weaver”. Its goal is to “mind the gap” -- strengthen the ties between journalism and community members and institutions on behalf of community wellbeing and development.

Specifically to:

- Invite: Hold space for others to show up
- Create space for vision to emerge; collaborative relationships
- Respond to emergence of the unexpected
- Hold space for conversation
- Be a radar – finding and seeing what matters to the community
- Be in and of the community
- Be active/not solely a receiver
- Connect people, organizations, ideas
- Work at the intersections, recognizing communities as a complex web
- Create a more informed, diverse tapestry that makes visible community stories and knowledge to focus action
Cultivate a strategic framework for evolving a civic communications ecosystem

The following actions emerged from reviewing the work participants are pursuing or considering. These actions provide a strategic map for amplifying work already underway and insight into choices for where to invest resources towards an ecosystem focused on supporting communities to thrive.

**Evolving a Civic Communications Ecosystem**

**COMMUNITIES**
- Strengthen capacity for stewarding community well being
- Develop storytellers
- Involve youth
- Collaborate with artists

**ENGAGEMENT**
- Connect communities and journalism
- Just do it

**JOURNALISM**
- Strengthen engagement capacity
- Create structures for doing engaged journalism

Support the community of practice by increasing the size and intersection

Empower journalism education

**NUTURE A THIRD WAY**

A Communications Ecosystem for a thriving Civic Sphere of Engagement
As we, the report developers, analyzed the discussions, we asked ourselves, “What if we step back for a wider perspective?” We realized that not just journalism, but a number of key systems, such as education, arts & culture, and health, support communities to thrive. Imagine an additional “leaf” for journalism & communication as part the graphic below from the Seattle Foundation’s Healthy Community initiative.
Journalism’s unique gifts make it well positioned to help organize the infrastructure of a civic communication sphere. Perhaps journalism isn’t a “leaf”, but exists in the intersections surrounding “a healthy community”. Stories connect community members with all the other elements of the ecosystem so that communities can see themselves and act.

Perhaps engagement is a step in a journey towards an ecosystem that provides physical and digital spaces to interact, raise issues, converse, tell stories, and act. And, as Experience Engagement participants made clear, communities and their diverse participants will find ways to tell their stories and generate community solutions, with or without journalism.

**What’s next?**

The strategic framework is already influencing conversations about where to focus our work.

We know that work on a resource platform will continue and that the developmental evaluation will enter another phase supported by a working group of interested conference participants.

We see the activity on the Facebook Group as the beginning of a community of practice, as people ask for and receive support from each other. When the final version of this report is released, we plan to grow the Facebook Group through friendship – making it possible for anyone in the group to invite others they know who care about the connection between journalism and community.

In the spirit of the developmental evaluation, we will continue to attend to developments and act where we can best contribute to a civic communications ecosystem that supports communities to thrive. We invite the readers of this report to do the same.
LINKS TO APPENDICES

Program Schedule

The materials created by participants are at http://journalismthatmatters.org/experienceengagement.

They include:

- Who participated
- Session notes

Friday 10:30

- How might we really listen to communities? (Andrew Haeg)
- What does engagement mean? What do we mean by engagement? (Ashley Alvarado, Amber Rivera)
- How do we develop citizen journalists? (Carrie Watters, Steph Routh)
- When journalism is engaging a community conversation, what does it look like? How does it differ from traditional reporting? (Lee van der Voo)

Friday 1:00

- What is objectivity in journalism? (Nathan Stevens)
- Ways to set up news operation who’s structure makes engagement easy and safe? How can we create feedback loops that our work is sustaining all of our communities? Understanding the dynamics around local journalism and engagement (Tom Glaisyer, Michelle Ferrier, Tom Stites)
- Ways journalists can connect to others (Jerry Millhon)
- How can media do well by doing good? For Media Orgs with limited resources what makes engagement strategic (Susan Gleason, Linda Miller)

Friday 2:30

- Building empathetic narratives around real/embodied/virtual spaces? (Michelle Ferrier, Anne Stadler, Dan Archer)
- Is there a structural bias built into how we define journalism that prevents rich engagement w communities of color? In what ways can we resist engagement that reinforces media of diverse communities as monoliths? (Jo Ellen Kaiser, Elaine Cha)
- What is newsworthy? Who determined it? How? Pros and cons of process? (Mike Green)
• **How do we convince skeptics that engagement is worthwhile and scale up across a newsroom/organization?** What are concrete ways that authentic engagement can add capacity to newsrooms? (Caitlin Moran, Fiona Morgan)

• **How can the tools and practice of journalism help further movements for justice and dignity?** (Sarah Loose)

Friday afternoon

• **What’s a key idea that guides your engagement work?**

• **Friday evening community Conversation**

Saturday 9:30

• **How might we better teach engagement in universities and high schools?** (Samantha Shotzbarger, Margaret Staniforth, Elaine Cha)

• **How do we honor different spheres of engagement and build stronger bridges to move people between spheres?** How do we move out audience from intention to action? (Melia Tichenor, Celeste Hamilton Dennis)

• **When would you pay for the news?** Would an engaged community financially support journalism and why? (Meghan Farnsworth)

• **How can JTM support those who are birthing the emerging ecosystem?** (Michelle Ferrier)

Saturday 10:45

• **How do we map and use conversations for rich and honest engagement?** (Sydette Harry)

• **Creative ways to structure live and online public forums and conversations that combine art, data, facts, storytelling, and hospitality?** (jesikah maria ross)

• **Outlining the How-To Field Guide: What’s in it? Who’s it for?** (Elissa Adair)

• **Tool for Engagement – Conversation about the Field Guide**

• **How might we build a digital platform that supports our communities of practice?** (Andrew DeVigal)

• **What are measures for engagement?** What are feedback loops for important community perspectives and values? (John Spady)

• **Developmental Evaluation: Inquiring into what the questions tell us** (Chris Corrigan, Yve Susskind)

Plenary

• **Saturday afternoon: Cheeks in chairs - what are we learning?**
ACKNOWLEDGEMENTS

Meeting Hosts

**Journalism That Matters** is a nonprofit that convenes conversations to foster collaboration, innovation, and action so that a diverse news and information ecosystem supports communities to thrive. We believe journalism matters most when it is of, by, and for the people.

**Agora Journalism Center** at the University of Oregon School of Journalism and Communication (SOJC) is the gathering place for innovation in communication and civic engagement. In this moment of profound transformation, the Agora Journalism Center is re-imagining and redefining communication for the social good. We believe that the future of journalism and the future of democracy are intertwined.

Thanks to our Major Sponsors

**The Democracy Fund** invests in organizations working to ensure that our political system is responsive to the public and able to meet the greatest challenges facing our nation. For more information, visit www.democracyfund.org.

**Knight Foundation** supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. We believe that democracy thrives when people and communities are informed and engaged.
THE COMMUNITY OF PRACTICE

Those who attended Experience Engagement:

- **Sheetal Agarwal**, Kwilt Strategy
- **Amalia Alarcon de Morris**, Office of Neighborhood Involvement, City of Portland, Ore.
- **Dan Archer**, RJI Fellow, Empathetic Media
- **Jonathan Bach**, University of Oregon
- **Michelle Bach-Coulibaly**, Brown University
- **Mark Blaine**, University of Oregon
- **Caitlin Boyle**, Film Sprout
- **Burgess Brown**, Georgia Public Broadcasting’s Songs on Site
- **Jeff Brown**, Fourth Estate Public Benefit Corp
- **Bill Buzenberg**, Yes! Magazine
- **Jacob Caggiano**, Smarter Cleanup
- **Elaine Cha**, Nine Community Cinema of the Nine Network
- **Shirley Chan**, University of Oregon
- **Lucas Chemotti**, Portland State University
- **Chris Corrigan**, organizational development consultant, and blogger
- **Marla Crockett**, National Coalition for Dialogue and Deliberation (NCDD)
- **Jim Cyngler**, Cyngler Consulting
- **Nicole Dahmen**, University of Oregon
- **Rachel Damgen**, newspaper engagement editor
- **Carol Daniel Kasbari**, Beyond Conflicts
- **Joy Davis**, Design + Culture Lab
- **Ben Dejarnette**, InvestigateWest
- **Christopher Densmore**, applied theater facilitator
- **Bill Densmore**, Reynolds Journalism Institute
- **Andrew DeVigal**, Agora Journalism Center
- **Sami Edge**, University of Oregon
- **Mike Fancher**, Seattle Times (retired)
- **Meghann Farnsworth**, Center for Investigative Reporting / Reveal
- **Darlene Fernandes**, University of Oregon
- **Michelle Ferrier**, Ohio University
- **Diane Freaney**, Rooted Investing LLC
- **Tom Glaisyer**, Informed Participation Program of The Democracy Fund
- **Susan Gleason**, Yes! Magazine
- **Marissa Grass**, City of Tigard
- **Mike Green**, ScaleUP Partners LLC
- **Larry Greene**, Stones Global Leadership Academy
- **Desiree Gutierrez**, Impact Media Partners
- **Andrew Haeg**, Groundsource / Mercer Univ. Center for Collaborative Journalism
- **Jackie Hai**, Mesa THINKspot,
- **Celeste Hamilton Dennis**, Idealist.org
- **Sydette Harry**, The Coral Project
- **Cylvia Hayes**, 3E Strategies
- **Adam Hegstrom**, Turtlecove Clemens
- **Jordyn Holman**, Univ. of Southern California
- **Peggy Holman**, Journalism That Matters
- **Jillian Hopkins**, psychotherapist
- **Jo Ellen Kaiser**, The Media Consortium
- **Torsten Kjellstrand**, University of Oregon
- **Rachel LaChapelle**, University of Oregon
- **Kathryn Langstaff**, autopoiesis.com
- **Regina Lawrence**, George. S. Turnbull Portland Center, University of Oregon
- **Laura LoForti**, A Fourth Act
- **Tracy Loeffelholz Dunn**, YES! Magazine
What we learned from Experience Engagement

Strengthen capacity for stewarding community well being
Develop storytellers
Involve youth
Collaborate with artists

Create structures for doing engaged journalism

• Sarah Loose, Groundswell: Oral History for Social Change
• Clair Lorell, American Society of News Editors
• Lisa Loving, “How to Be a Citizen Journalists”
• Nomin Lyons, Design + Culture Lab
• Emerson Malone, Emerald Media Group
• Caitlyn May, free-lance journalist
• Joy Mayer, University of Missouri
• Emmalee McDonald, University of Oregon
• Orchadia McLean, Rooted Investing LLC
• Miró Merrill, University of Oregon
• Todd Milbourn, University of Oregon
• Linda Miller, Network Journalism and Inclusion, American Public Media/Public Insight Network
• Jerry Millhon, Whidbey Institute
• S. Renee Mitchell, former journalist, author, playwright
• Franziska Monahan, University of Oregon
• Caitlin Moran, The Seattle Times
• Fiona Morgan, Free Press
• Phil Napoli, Rutgers University
• Sean O’Connor, Maser Films / Our United Villages
• Tracie Overby, Roosevelt High School
• Terry Parris Jr., ProPublica
• Bruce Poinsette, free-lance writer
• David Remund, University of Oregon
• Amber Rivera, Inside Energy / Rocky Mountain PBS
• jesikah maria ross, Capital Public Radio
• Steph Routh, Nonprofit Technology Network
• Thomas Schmidt, University of Oregon

• Elissa Schuler Adair, Health Advocate
• Lori Shontz, University of Oregon
• Samantha Shotzbarger, Public Insight Network bureau, ASU Cronkite School
• Stephen Silha, Frisky Divinity Productions / Journalism That Matters
• John Spady, National Dialogue Network
• Anne Stadler, formerly KING-TV5
• Margaret Staniforth, Public Insight Network bureau at Cronkite School, Arizona State University
• Nathan Stevens, University of Oregon
• Tom Stites, Banyan Project
• Natalie Stroud, Engaging News Project, Annette Strauss Institute for Civic Life, University of Texas
• Yve Susskind, Praxis Associates LLC
• Mallary Tenore, Images and Voices of Hope
• Jana Thrift, Community Solutions Media Library
• Melia Tichenor, Hands on Greater Portland
• Kaylee Tornay, University of Oregon
• Lee van der Voo, InvestigateWest
• Vanessa Vancour, Nevada Media Alliance
• Carrie Watters, The Arizona Republic
• Michal Wilder, high-school senior
• Wendy Willis, Kitchen Table Democracy,
• Joanne Zuhl, Street Roots