

Engaging Communities of Color





Community Engagement North Star

To build non-extractive, trusting relationships with community members in order to deepen your ability to authentically serve them with your reporting.

Tl;dr  **Community Engagement = Listening Ears** 



Beginner engagement ideas

-  Start [here](#) for community engagement etiquette
-  1:1 meetups with community members
-  Attend community events (festivals, holidays, etc.) for relationship-building, *not* story-writing
-  Distribute information-needs surveys in person at community spaces





Intermediate engagement ideas

-  Organize [field canvassing](#)
-  Newsroom pop-ups in community spaces



Advanced engagement ideas

-  Community advisory panels (with [do's and don'ts from API](#))
-  Partner with local, grassroots organizations or news outlets

ELECTION

SOS