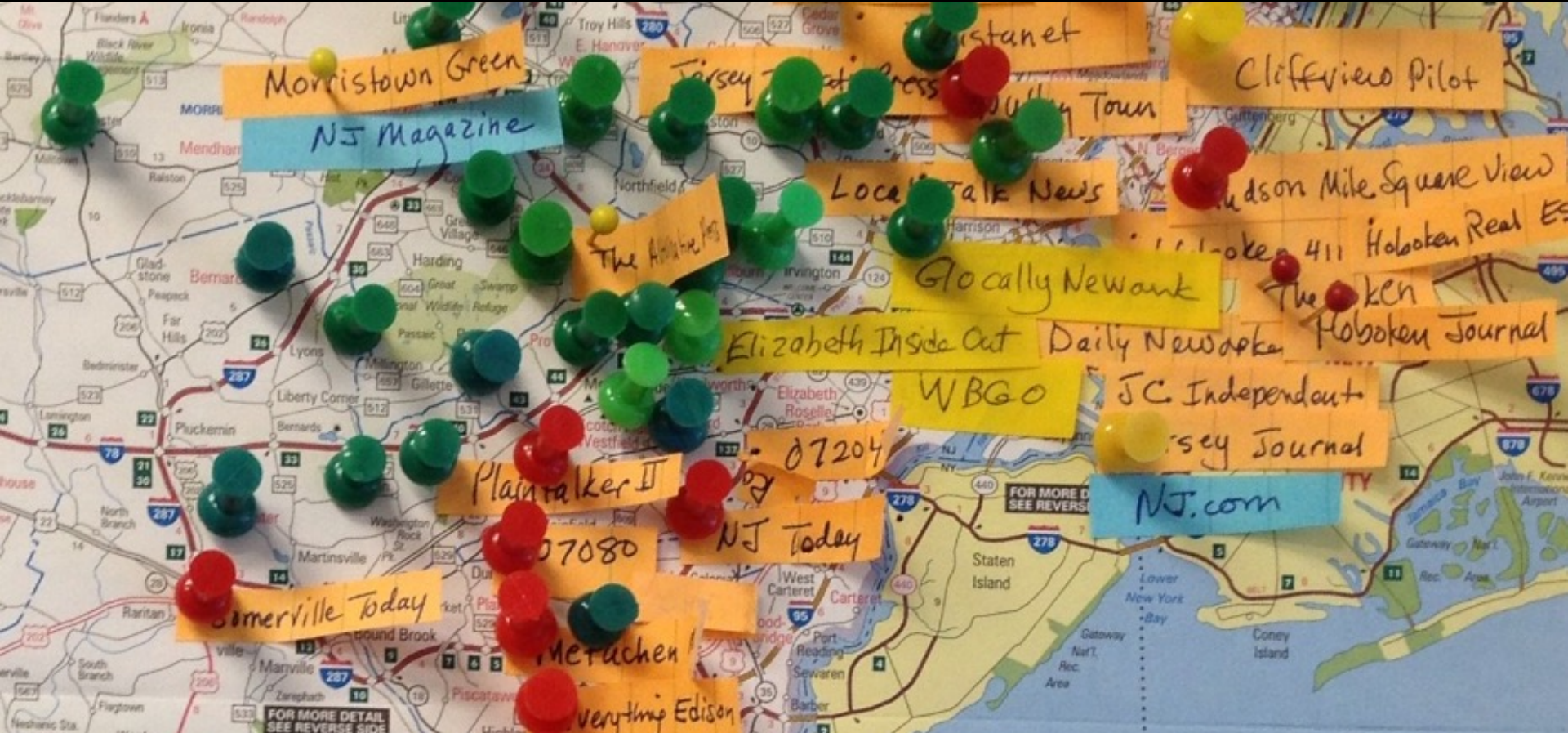


JOSH STEARNS

Director of Journalism & Sustainability
Geraldine R. Dodge Foundation

@jcstearns

Creative experiments in journalism sustainability and community engagement.



GRDodge.org & LocalNewsLab.org

PRE-PUBLICATION



reporting, writing, editing, then
moving on to the next project

Journalist



POST-PUBLICATION



untapped potential

User

untapped potential



consuming, reacting, sharing

Community Engagement

- Builds trust between communities and journalists
- Builds an understanding of the journalism process
- Builds loyalty to specific journalists and brands
- Builds more diverse sources and stories
- Builds news people can and will use
- Builds more effective eyewitnesses
- Builds and expands your reach
- Builds new revenue streams
- Builds better stories
- Builds community



Kevin Reynen
@kreynen



Follow

@jcstearns builds open, reusable data sources #buildwidth



Jeff Swift
@swiftj



Follow

How about “builds understanding of how things work” or “builds deeper grasp on relationships between events”



Tony Dearing ✓
@TonyDearing



Following

@jcstearns Builds civility and transparency.



Andrea Iannuzzi
@Aiannuzzi



Follow

@jcstearns builds (stronger) democracy, hopefully #buildwith



kenny smith
@kennysmith



Follow

@jcstearns @ONA Don't forget: literacy.

INTERNALLY OR EXTERNALLY.

"It Works Like a Charm."

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PAIN
KILLING
MAGIC
OIL

is not a greasy or sticky substance, but CLEAN delicious and safe to use by everyone.

THE BEST
HOUSEHOLD REMEDY.

No matter what the nature or magnitude of the disease, it grapples with it at once, and, if the patient is within the reach of human aid, instant relief and a permanent cure are the result. All internal Pains, Aches and Affections, however violent, disappear before it.

AS IF BY MAGIC!

Trial Size, Medium Size, Large Family Size.
25 cts. 50 cts. \$1.00.

Sold by Druggists, Grocers and Dealers in Medicine,



LEVEL 1: COMMUNITY OUTREACH

- Sharing ourselves, our expertise and our content with our community.
- Taking the content to the audience, rather than hoping they'll find us.
- Identifying information needs, catering our products to meet them.
- Being willing to participate in the community as individuals.

Don't Miss | Broken Shield / Veterans die waiting for benefits / Lawsuit looms over Wal-Mart / Oakland private school scam /

HEALTH & WELFARE | SPOTLIGHT | TAINTED JEWELRY

Testing jewelry for lead hazards

October 2, 2010 | [Joanna Lin](#) and [Mandy Hofmocker](#)

PRINT

The California attorney general's office has sent five violation notices to Rainbow Apparel for selling jewelry with high levels of lead. The retailer operates more than 1,100 stores in the United States, Puerto Rico and Virgin Islands, including 35 in California under the names Rainbow and 5-7-9.

After the fourth violation notice in June, California Watch bought 30 pieces of jewelry from five Bay Area Rainbow and 5-7-9 stores on July 2. The jewelry – necklaces, pendants, bracelets, rings and earrings – ranged in price from \$1 to \$9.99. Many of the tags said the items were made in China, and some were labeled as lead-free and for kids.

To determine how much lead was in the jewelry, each part of the item had to be tested. That meant separate tests for the chain, clasp or charm.



The Center for Environmental Health uses an X-ray fluorescence analyzer to screen for lead

California Watch first had the items screened by the Center for Environmental Health, which regularly tests jewelry for lead using funds from the attorney general's settlement with the jewelry industry.

The center used an X-ray fluorescence analyzer to estimate lead levels in each jewelry component. Six pieces that registered high levels of lead were then sent to a separate laboratory in Hayward for analysis. Using Environmental Protection Agency methods 3050B and 7420, Forensic Analytical Laboratories confirmed high levels of lead in all six pieces. The laboratory found lead levels in components of the six jewelry items ranging from 0.1 percent to 25 percent lead by weight – all above the legal limit.

The results:

- A necklace with dangling tear-shaped charms had a lobster-claw clasp that was 16 percent lead. The

necklace was sold with matching earrings and was labeled "kids."

Another necklace had a matching lobster-claw clasp that was 16 percent lead.

search



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LAB CREATED DIAMONDS
ECO-FRIENDLY GOLD

EXPLORE FURTHER

LEVEL 2: CONVERSATION

- Listening as well as talking, and adjusting what we do and cover based on what we hear.
- Hosting discussions in person and online on topics that matter to the community.
- Participating in conversations we're not hosting, both in person and online.
- Recognizing that journalism is a process, not just a product, and involving more voices in the process means more diverse journalism.

*based on @mayerjoy's RJI fellowship



Jersey Shore Hurricane News

A two-way news outlet
with 223,000
"contributors"

"It is really not just a
news platform. It is
really a place where the
community can come
together."





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THE LISTENING POST

WHY DID YOU STAY IN NOLA?
TXT: 504-303-4348
THE LISTENING POST



LEVEL 3: COLLABORATION



- We have a shared investment in and influence over our journalism.
- Soliciting and relying on user contributions.
- Allowing community to shape what we cover and how we allocate our resources.
- Recognizing that we can accomplish things with the cooperation of the community that we could not do alone.



Why did so many migrants from Appalachia end up in Chicago's Uptown neighborhood during the '50s and '60s? Why did so many leave?

Asked by Matthew

Comments



How many Chicago churches offer services in languages that reflect their neighborhoods' early immigrant groups? (e.g., Lithuanian or German)

Asked by David

Comments

Traditional Journalism Model



Curious Nation Model



Reorienting the fundamental processes of journalism around serving communities is good for communities, good for democracy, and good for business.

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Geraldine R. Dodge Foundation

Links and resources from this talk:
bit.ly/engagelocal

Twitter: @jcstearns

Email: jstearns@grdodge.org

Web: LocalNewsLab.org

Newsletter: Tinyletter.com/jcstearns

SHANNON MCDONALD

Community Manager
BillyPenn.com

@sacmcdonald

LEVEL 1: COMMUNITY OUTREACH

- Channel your inner customer service rep
- Think like a reader
- Familiarize yourself with new platforms
- Don't link and run





shannonmcdonald 12:15 PM

Would love thoughts on this story and the subsequent conversation:

https://twitter.com/billy_penn/status/601777181375729664



Billy Penn @billy_penn

A Center City bicyclist claiming to be a road rage victim wonders why the guy who allegedly did it isn't in jail.

<http://www.myfoxphilly.com/story/29130335/bicyclist>

May 22nd at 11:50 AM

12:18 ★ The law says a person is innocent until proven guilty. But what about when video pops up ahead of police charges? You'll see we're sticking with "alleged." Thoughts on that?



marniduffy 12:31 PM

yeah - I see why journalists can't get stuck making legal claims, but I worry that reporting it as "alleged" and "claiming" can reiterate the public's perception that the cops don't take road rage and verbal/physical assaults on cyclists seriously



shannonmcdonald 12:32 PM

Yeah, we get it. If it matters, we'd use the same language is this was a car-on-car thing, too



marniduffy 12:32 PM

of course



shannonmcdonald 12:33 PM

There's definitely a gap between legal language and the pretty sudden increase of man-on-the-street video



marniduffy 12:33 PM

and there needs to be a bigger emphasis on educating the public on cyclist rights when these issues come up

reiterate exactly the state law pertaining to cyclists right to the entire lane



shannonmcdonald 12:35 PM

Yes, so that's something we (Billy Penn, media in general and the public) need to keep an eye on as this story moves forward - will there be charges, what are they and will this create a policy change?

LEVEL 2: CONVERSATION



- Adjust content based on feedback
- Participate in conversations you didn't start
- Never underestimate the value of face time and free beer

Can you get 50 people to show up to an event in less than a week? Yep.

- Free beer
- Food
- Giveaways
- Sponsorships and packaged content
- Minimal programming
- Interaction



LEVEL 3: COLLABORATION



- Elevate niche voices
- Listen and **respond** to what the community wants
- Create reasonable expectations on what that response looks like
- Build collaboration into your site

#PHLVOTES: 2015 MAYORAL RACE

Doug Oliver's 8 lessons from #PHL2015: 'The electorate is not particularly courageous' (guest column)

By [Doug Oliver](#) | May 27, 2015 at 1:00 pm

PHILLY BIKE SHARE

Counterpoint: Bike share will help make Philadelphia better, just give it time (guest column)

By [Randy LoBasso](#) | April 29, 2015 at 3:55 pm

Cities with the highest bicycling rates had the lowest traffic fatality rates. It's just that simple.

A Philly cop on blind faith, 'evil' cops and how to heal after Baltimore (guest column)

By [Anonymous](#) | April 29, 2015 at 10:46 am

FOX 29

5:02 51°

#PHLvotes: 2015 m

TAKE ACTION



The sprint t

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group of African American
Kenney for mayor

missioned by a PAC
Kenney shows Kenney and Tony
with Lynne Abraham just

Kenney and Williams
onaires get involved: The

trademark law was most
supporters

his 1997 comments on police
ies

Nelson Diaz stole his idea for
that gives people loans

a new website — and it looks
titors'

e men who could swing the
Tony Williams' favor

Williams is 'down with
sk Milton Street: #AIDiaLive

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Links and resources from this talk:
bit.ly/engagelocal