REPORTERS & PRODUCERS

How do I understand the gaps and biases in my coverage?

**AUDIT YOURSELF:** Look at your last 10 stories or shows. Do an audit of the sources featured to see how diverse the group is in terms of: age, race, ethnicity, expertise, geography, gender identity, sexuality and more.

**SET GOALS BASED ON RESULTS:** What patterns do you see in the audit? Do your sources skew heavily toward a few traits or demographics? Take what you learned and apply it to your next story or show. Set a goal for centering people who did not surface as much in your audit. Set a goal NOW to audit your next 10 stories.

How do I engage?

**VIRTUALLY:** Host virtual listening sessions; Facebook or YouTube live shows; send out a Google survey; text; post on social media. Call your sources just to chat.

**IN PERSON:** Attend a community event; find a community partner who can introduce you to others; host your own event; meet people for coffee.

**TRACK YOUR ENGAGEMENT:** Create a spreadsheet of the contacts you’ve made and how often you’ve contacted them. Set aside time each day or week to routinely reach out.

How do I report?

**COMPLICATE NARRATIVES:** Center tape that’s surprising, and try to feature as much of it as possible.

**TRY AUDIO DIARIES:** Give people a platform to tell their story in their own words, without narration.

**MAXIMIZE ACCESSIBILITY:** Translate your story; meet people where they’re at and publish on multiple platforms.

**CO-CREATE:** Be bold! Pitch a series in collaboration with a local community group or media outlet.

How do I re-engage?

**CLOSE FEEDBACK LOOP:** Share your story or show with the people who helped you make it happen. Take time to get their feedback. Commit to producing more stories; engagement is not a one-and-done deal.

**WHAT’S YOUR FOLLOW-UP?** Usually there is more than one thread to pull on a story. What’s another angle to the story? How can you go deeper?

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