# Community Engagement for Station Managers

Community engagement will not only strengthen your newsroom’s journalism and its relationship with your community, it may also lead to new audiences and funding sources. Here where you can start.

## Are You Satisfied?

1. Are you expanding and attracting new audiences?
2. Are you able to identify new funders to support the journalism service, whether existing or aspirational?
3. Are you satisfied with your station’s ability to provide the best news service possible?

Start by choosing one thing to improve.

## What Are Your Resources?

1. Do you have an up-to-date organizational chart?
2. Do you have someone on staff who is already doing community engagement work?
3. Do you have a manager who would be good at leading this effort?

You may already be equipped to handle this change with some simple reorganization.

## What’s Your Vision?

1. Set a vision around what improving the area of dissatisfaction looks like.
2. Host a meeting with a cross section of newsroom staff to agree on a strategy.
3. Use America Amplified’s Community Portrait Worksheet as a discussion guide.

Doing this with newsroom staff will help foster a sense of unity and purpose.

## How Can You Support the Work?

- Broker introductions with community leaders.
- Be a cheerleader. Share your newsroom’s work on your social media channels and/or in staff emails.
- Share community engagement journalism impact with donors and stakeholders.

Celebrate wins large and small along the way. Also give permission to fail.

## Bring in the Money

1. Find funders to support different parts of engagement, such as:
   - A new engagement platform
   - An engagement specialist
   - Specific short-term projects that focus on particular communities

## Hire for Engagement

1. The following is a short list of job titles that can complement your newsroom’s work:
   - Audience editor
   - Community engagement producer
   - Community engagement specialist
   - Director of community engagement

## Be Transparent

1. Create a special newsletter around your community engagement efforts.
2. Send updates to station members and donors.
3. Add “Behind The Story” boxes to the end of digital stories to explain how community engagement led to the project.

## Add It to Strategic Plan

1. Make community engagement efforts an agenda item in staff meetings.
2. Include questions about community engagement in your hiring process.
3. Update your strategic plan to include why this vision is important.

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