

Reflecting Your Community

UNTOLD

STORIES

- **Be willing** to venture and visit new arenas.
- **Care** about what happens in your community. Be a part of it by seeking out new sources and coverage ideas.
- **Know** what is going on around you. Awareness is key and will begin with staying connected to your publications coverage.
- **Listen** to readers/viewers. Take time to meet them face-to-face. Listening closely to people outside of your newsroom will lead to new relationships.
- **Look** for ways to make all of the pieces of the reporting fit together in a complimentary manner.
- **Develop new contacts and resources** that are open and available to you. Be smart about how you use them.
- **Communicate** with people throughout your organization.
- **Resist** the temptation to rely on the **status quote**, "We have always done it this way."

-CONTACTS-

Specialists

Local Clergy

Social Service Workers

Coaches

Teachers

Community Groups

Leaders

University Faculty

Clinic staffers

Entrepreneurs

Freelance Journalists

Concerned Citizens

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