It doesn’t all have to be doom and gloom. What may work for one outlet of community engagement might not work for another, and that’s okay. It’s time to think about how previous learning can be applied to new circumstances. In this webinar on Friday, April 3, at 1 p.m. ET, 12 p.m. CT, and 10 a.m. PT, you’ll get useful tips from KCUR’s Director of Marketing Mike Russo to launch your own streams.

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Facebook Live streaming has grown, don’t miss out. Join our webinar on Friday to learn how.

According to Facebook, the number of people in the U.S. watching live-streams via Facebook has risen by 50% since January. So it is prime time to up your FB Live presence. Here are some ideas on how to get started.

1. Go on a Facebook Live stream when you have community engagement coming in from a story. This is the perfect way to stay engaged with your audience.

2. Utilize Facebook Live for your radio stories. When you get a radio story just out of the gate and people are still going to want to have information about it but they’re not receiving it all in real-time, Facebook Live can be a great way to fill that gap.

3. Facebook Live during a pandemic. You can also download a PDF.


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We're engaged! Check out how our partners are engaging with rural communities while living through a pandemic. You can also download a PDF.

Rural communities: 7 ways to reach them

It’s important, especially in these times of distancing, for journalists to be intentional about reaching out to rural communities.

1. Do local searches on the topic of a rural community. It’s a good place to start if you want to examine if your workflow is... working.

2. Ask your partners if there are questions you can use to drive engagement.

3. On-farm interviews lend a unique perspective.

4. If you’re an America Amplified partner and you have community engagement-related stories you’d like to translate into Spanish, please contact Jennifer Tufts at jennifer@americaamplified.org.

5. Remember: If you’re an America Amplified partner network and you have community engagement-related stories you’d like to translate into Spanish, please contact Jennifer Tufts at jennifer@americaamplified.org.

6. The New England News Collaborative launched its first regional talk show about coronavirus news cycle and your staff should, too. Poynter: Read her essay on "Shows" and sharing ideas on reaching rural communities who may not have easy or regular access to the daily news cycle. It’s also a good time to examine if your workflow is... working.

7. Today’s tip: A quick look at the results of community engagement efforts around public media.

Home delivery, takeout, and curbside pickup are staples of life during the pandemic. You can also download a PDF.

A quick look at the results of community engagement efforts around public media.

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What we’re reading: Workflow tips, workflow challenges... and how to be aware of ageism in public media.

An excerpt from the Vox story: “Americans have created a culture so ageist that some people may prioritize not being perceived as ‘old’ over their considerable experience.”

An excerpt from the Vox story: “Coronavirus reveals just how little compassion we have for older people through engagement efforts, this workflow chart might help.”

If you’re feeling overwhelmed by the number of questions you’re receiving around coronavirus, so here’s a self-assessment checklist you can check off as you go to see if your workflow is... working.

How to manage, support, and respond to your community.

People have needs during this crisis, and you need a plan to meet those needs. Pandemic response isn’t the time to think about how you’re going to cover stories. Pandemic response is about planning for what comes next after the immediate news cycle.

Here’s a list of questions you’re receiving during the pandemic:

- What is the impact of the pandemic on Friday, March 27? Through various engagement callouts (email, voicemail, call-in) the show hosted by Connecticut Public Radio featured voices from around the region.

- The New England News Collaborative launched its first regional talk show about coronavirus on Friday, March 27. Through various engagement callouts (email, voicemail, call-in), the show hosted by Connecticut Public Radio featured voices from around the region.

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- Ohio Valley Resource launched its Hearken project! Its first question asked what questions people had about the coronavirus. Here’s the latest FAQ, published on March 23, featuring a discussion about the impact of the pandemic on Friday, March 27. Through various engagement callouts (email, voicemail, call-in), the show hosted by Cincinnati Public Radio featured voices from around the region.

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