Notes from our “Harnessing the Power of Texting” webinar

Robin Tate Rockel (Indiana Public Broadcasting) and Brittani Howell (Side Effects Public Media) received nearly 70 responses in two days when they asked for coronavirus questions from texting exchange members. But it wasn’t always that way.

“Right after the show, we had no responses; people were behind the curve of the pandemic at that time,” Howell said.

The pair talked about the strategies and challenges they used to get the information out in another format.

Other experimentation news:

- WABE continues its series “What now? Work and the Coronavirus” with a furloughed server, a nurse practitioner and child care worker.
- KOSU is asking listeners to record their audio diaries, including a piece about a woman whose COVID-19.
- Essential Voices series from Side Effects, including a fourth-year medical student who had COVID-19.
- Our Facebook Live engagements are growing! Our first show will come from WABE in Atlanta and KQED in San Francisco. One station can pick up one or both hours of the show, which will last through May 30.
- The show will be at 3-5 p.m. ET, 2-4 p.m. CT, 12-2 p.m. PT.
- The discussion that is informed by active, ongoing engagement with local communities.
- Each Saturday we will have two hosts from different parts of the country lead a discussion that is informed by active, ongoing engagement with local communities.
- How is StoryCorps adapting to the pandemic? It launched StoryCorps Connect, a new way to record stories. Interviews recorded on StoryCorps Connect become accessible and can be shared with others.
- Each new StoryCorps Connect story is paired with a prompt.
- How are outlets of all sizes working to engage their local audiences with innovative methods for reaching them?
- How are you experimenting with texting or other digital posts to reach your communities?
- In other experimentation news, if your quarantine baking efforts have spectacularly failed, don’t despair. In other experimentation news, if your quarantine baking efforts have spectacularly failed, don’t despair.
- Remember that no matter how much you think you have to do, there are plenty of people who still need information.
- If you experiment with this idea, let us know!