Greetings from the America Amplified team!

We will be sending out a biweekly engagement/content newsletter, designed to showcase what all of you are doing and to share tips on engaging communities across the country in this election year.

But, times have changed ... and we decided to use our first newsletter to share how the America Amplified collaborative partners are engaging with audiences during this coronavirus crisis.

Hope you find ideas you can use!

Did you know we put together an FAQ?

This Google doc with questions and answers about the coronavirus from our partner networks is available for anyone to use on their site. If you’re interested in using it or can contribute to it, let us know! Email Alisa Barba at alisa@americaamplified.org.

Click to see doc

These newsrooms have coronavirus engagement plans:

Mountain West News Bureau has created a customizable community engagement “banner box” for each station’s website — essentially Google forms — for questions regarding the virus. They’ll also get the information out in the community with flyers in grocery stores, Walmart, etc. The banner will include answer questions and create posts for each station.

New England News Collaborative is producing a series of regional call-in talks where they discuss the impact of the virus and how it is affecting communities across New England. The shows would rotate among 4 or 5 different stations, airing on Saturday and Friday mornings starting 3/27. Each show would include a robust call-in segment for callers to tell their stories and ask questions.

5 ways you can still reach new audiences

We know that in-person events are not going to be possible for the indefinite future.

BUT it doesn’t mean you can’t still reach existing and new audiences.

Here are 5 ideas for how you can do that with everything from mail to Facebook Live.

Follow this link for the PDF.

What we’re reading (when we have time)

- *Tips for Expanding Your Audience to the People That Need It*, from KPCC/LAist Reporter
- The Last Time Democracy Almost Died
- A long but fascinating read from The New Yorker
- A toolkit for building transparency and trust
- Eight steps from the ASU News Co/Lab that will deepen connections — and trust — between newsrooms and communities via conversation and collaboration.

We’re here to help!

Our staff is available to support you in any capacity you need, just reach out to us:

- Editorial support: Andrea, Alisa, and Kathy can help with reporting, production, and digital.
- Engagement support: Ann and Matthew are available for trainings and webinars.

TODAY'S TIP:

take your talk show to Facebook Live to engage audiences. Solicit questions there as well through a call-in format. For an example, see what Kansas City's KCUR's Up to Date did here.

5 Tips for Expanding Your Audience to the People That Need It, from KPCC/LAist Reporter

The Last Time Democracy Almost Died

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A toolkit for building transparency and trust

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