Cover Health Care

**Michelle Levender**: Problem is that we are sporadic. Subjects feel like specimens. Rethink relationship between community and media

**Dean Wilson**, USC Journalism: Emphasizes need to focus on diversity in journalism and health care (tho this gathering is not very diverse). Knight: how do communities get their information? About 29 sec of local hard news in a typical 30 min LA newscast.

**Robert Ross**, Cal Endowment: “appreciates story-telling for impact”

Storytelling as diagnostic tool, as therapeutic tool, as a transformative tool to turn experience into civic engagement and advocacy.

But this is really more about artistic expression than journalism

**\*\*Geneva Overholser**, Director, USC School of Journalism: WE have come ot understand that journalism is a social good, and we are getting better connected to the people who used to be our audience. We are figuring out new ways to work with the communities we serve to enable them to be storytellers. I’m glad we are focusing on underserved communities—even in the golden era of journalism, there were communities we did not cover. Now we can think about new tools but the opportunity to work collaboratively with others and extend our reach. The point is not what journalism looks like, but whether community needs are being met.

**\*\*Anne Rolfes:** everyone has a cell phone. Reporters are much less likely to go to the citizen generated part of the map. I don’t know why. We have a great service, “iwitness” where community members report in to the map, but it’s not being picked up. It is the most extensively used crowdsourced map because we go door to door and give people postcards. Reports go up when we get funding for organizers. Funders are missing the community piece. They fund media but not the community, where it’s all the techies talking to themselves.

People mostly call and text to us. Local residents moderate incoming texts, verify and post.

**\*\*Martin Reynolds, Community Engagement.** Connecting journalism you do with the communities you cover. For example, connecting to students at UCB and SF State. They offer classes to the public about how to access social networking platforms (I don’t remember ever seeing this). Media Access Center, public library, West Oakland. Oakland Voices, training residents to become storytellers. How do we connect with organizations in the community to push information out? A young person said, well, make a music video; I don’t use facebook or twitter, that’s for old people. I use Instagram. Digital engagement is only one part of the puzzle.

Chris Amico, Homicide Watch.

How important is it for citizens to receive training?

Oakland Voices offers a curriculum that is extensive, 9 month, because it goes on a website, but we don’t want to turn them into journalists either. But we want them to know what makes a good story, journalistic ethics, and the digital tools. We also have a community correspondent editor who looks at the content. Focus is on opinion, rather than fact (vs. Anne)

In social sector innovation scales through voice, not profit. Best predictor of a foundations’ behavior is their past behavior.

Martin: We are conveners of conversation. If you can frame your engagement around that, it can work just fine. The perspectives are part of the public square.

Martin: Impact is in number of stories, it’s in replicability,

Mary Lou Fulton on Funding: most foundations are not media foundations . So you have to think about what the purpose of the foundation is, for example, calendow is a health foundation. Traditional journalism plays a role in advocacy, so journalists can say, what can my work do to add to your mission. A lot of anxiety about journalism. Demystify the world of journalism. Explain you will not get instant impact.

How can media help citizens take action? Just what you already do is a big deal.