

## In Practice: Query writing

The kind of PIJ query you create should vary, depending on the kind of insight you seek, and the scope and deadline of your project. Here, we introduce a variety of types of queries in the PIJ arsenal. When planning the set of queries you will have open or be promoting at any one time, keep in mind that you should have a mix of query types, so sources can engage with you in a variety of ways.

- **General query** – in which you leave the door wide open for sources to tell you what’s on their minds
- **Agenda-setting query** – in which you seek guidance from a professional or demographic community to guide coverage
- **Prospecting query** – in which you are gathering insight to seed reporting on an upcoming topic
- **Rolling query** – in which you gather sources and identify them as resources for reporting on an ongoing news topic
- **Fast turnaround query** – in which you ask sources to respond quickly, on deadline, often for breaking news
- **Drilldown/focusing query** – in which you ask very specific questions of a particular, highly-focused group, often just asking sources to “reply” to you rather than filling out a form. This type of query is also known as a mailmerge

### General query

PIN sources love to respond to specific questions, but sometimes they just want to tell you something that’s on their mind; this type of query provides a low threshold for new sources to engage with your newsroom.

You can also create general queries based on upcoming events, or big issues of concern in your community.

This example is from American Public Media.

The screenshot shows the American Public Media website's Public Insight Journalism survey form. The header includes the American Public Media logo, navigation links for NEWS/TALK, MUSIC, and ENTERTAINMENT, and a search bar. The main heading is "Public Insight Journalism®". Below this, there are links for "About", "Press", "RSS", "Audio Help", "Sponsorship", and "Podcasts". The survey title is "Inform our news coverage". The introductory text states: "Every day, people in the Public Insight Network help us explore topics and issues by sharing knowledge and insight from their work, their education or their experience. Please share yours below." The form includes several required fields: First Name, Last Name, City, State (a dropdown menu), Zipcode, Country (a dropdown menu), E-mail, and Phone. Below these fields is a text area for "Which stories are we missing? Which topics deserve scrutiny?". There is a radio button question: "Do you have relevant experience or insight relating to these topics?" with options "Yes" and "No". At the bottom, there is another text area for "If so, tell us more." and a "What to know about this survey:" section with a confidentiality disclaimer.

### **Agenda-setting query**

This type of query is a powerful tool when you're doing aggressive outreach, and trying to fill your PIN with people who have knowledge in certain areas.

Use agenda-setting queries to reach out to people in target professions, minority groups, political or religious groups, or communities you want your newsroom to serve better.

People who care deeply about a topic that they feel isn't well represented in the media, are motivated to tell you what they know – as long as you give them a clear way to approach the newsroom, and you make it clear you want to learn from them.

This example is from Marketplace's Sustainability Desk. (For ideas on how to get placement for your topical agenda-setting query in professional and member organization publications, see section 3: Outreach.)

State *	Choose State ▾
Zipcode *	<input type="text"/>
Country	United States ▾
E-mail *	<input type="text"/>
Phone	<input type="text"/>
Please describe your expertise and experience in green building.	
<input type="text"/>	
What's the scoop on the most innovative, exciting, promising person or business in your field?	
<input type="text"/>	
What big technical issues do builders and/or architects face today?	
<input type="text"/>	
What questions should we be asking about green building?	
<input type="text"/>	
<small>Your answers are confidential. We will not quote you on the air or on the Web without getting your explicit permission. We ask for some information about you so we can contact you for follow-up information or permission. As with any news source, we will not share your personal information outside of our news and feature departments. We will not use it for fundraising or marketing purposes. By responding, you are giving American Public Media permission to contact you only about current and future news coverage, and you become part of the American Public Media Public Insight Network. You must be 13 years or older to submit information to American Public Media. If you give us permission to publish your comments, we may edit those comments for clarity, accuracy, and brevity.</small>	

**From:** USGBC [mailto:usgbc@usgbc.org]  
**Sent:** Tuesday, June 06, 2006 6:34 PM  
**To:** USGBC mailing list  
**Subject:** USGBC Members Help "Marketplace" Cover Green Building News

*Do you wish the media covered green building more—or with greater depth and insight?*

"Marketplace" needs your help to cover green building news.

USGBC members: here is your chance to help the "Marketplace" radio program—broadcast daily nationwide on National Public Radio—cover green building with greater depth and insight. [Sign up online](#) to become a part of Marketplace's sustainability knowledge network. You'll get monthly requests via email for green building and sustainability radio show topics. (No spam, no membership pitches, and no obligation to respond.) The information and insights you share will be passed along to reporters and producers, and may wind up on the air—you could even land yourself or your organization on the radio!

To learn more about how you can help Marketplace explore green building, visit <http://marketplace.publicradio.org>.

Prospecting query

**Public Insight Network**  **Military spouses: how are you holding your marriage together?**  
Military deployments can be incredibly tough on a marriage and a family. How are you keeping it together? [Answer this question »](#)

**What's the value of school recess?**  
Recess is the best part of the school day for a lot of elementary schoolers. [Answer this question »](#)

When you can anticipate that the newsroom is going to want to cover a certain news issue down the road, use PIJ to anticipate that coverage and seed that reporting. What questions do you want to ask people, what sources do you want to have in-hand, what pitches do you want to make to anticipate and think ahead of the news?

Use prospecting queries to do advance work on upcoming legislation, holidays, winter heating prices, returning veterans...

This example is from KUOW's website.

**KUOW.ORG** **Public Insight Network**  
AMERICAN PUBLIC MEDIA

[What is the Public Insight Network?](#) | [Frequently Asked Questions](#) | [Update your information](#)

**Military spouses: how are you holding your marriage together?**

Military deployments can be incredibly tough on a marriage and a family. Being together again after a deployment can be stressful.

How are you keeping it together? Share your experience with KUOW by filling out the form below.

*Fill in this form to share your insights with KUOW. What you say here is not broadcast unless you give explicit permission later on. You're not expected to fill in all the blanks, but please give us enough information to put us solidly in your shoes.*

Tell us a little about yourself. Please check all that apply.

- spouse
- unmarried partner
- I'm the one who was deployed
- I'm the one who stayed home
- deployment is over now
- deployment is ongoing

Have you been able to hold your relationship together?

Yes  So far  No

Tell us more about the deployments and how they have challenged your relationship.

Please tell us about the problems you have faced or are facing.

What kind of help is out there? Did anyone help you over a rough patch?

What else should we know?

In what year were you born?

### **Rolling query**

When there's an ongoing news topic on which the newsroom is continuing to look for fresh angles, use a rolling query to create a basket of sources...and keep finding new eggs for the basket. You can place rolling queries on your website and drive sources to them over many months. Topics like sub-prime mortgages and the recession, for instance, are great topics for rolling queries.

Sources who respond to rolling queries will tell you how they relate to an issue, so that you can find them when you need sources. You can use checkboxes and drop downs to ask which bank they use, candidate they support, etc. These responses are easy to sort for you, and it's also easy to update the response options on the query form as candidates drop out, etc.

**The housing and mortgage crisis - and you**

MPR News wants to know how increased foreclosures and the housing slump has affected people's business, their families. The ripples from the crisis will likely spread wide. If you can give us some insight into this situation, please tell us more.

\* indicates required field

E-mail \*

First Name \*

Last Name \*

Street Address

City \*

State \*

Zipcode \*

Country

Phone \*

Which of the following best describes how you are experiencing problems with housing:

As a homeowner

As a business owner

As someone who works with the financially distressed

As a banker

As a public official

As a interested/concerned observer

Other

If other, please explain.

How has the housing slump has affected you.

What aspects of this issue deserve more of our attention?

What else should we know about this issue?

### Fast-turnaround query

Sometimes your newsroom will need sources or angles on a news topic with a deadline of anywhere from a few hours to a couple of days. Maybe your community just suffered a natural disaster, a judge issued a ruling that's important to the community, or a prominent person passed away.

Yesterday, a federal jury found Brainerd resident Jammie Thomas liable for damages for sharing copyrighted music online. The jury ordered Thomas to pay \$9,250 for each of the 24 songs she illegally downloaded -- a total of \$220,000.

Will this decision change the way you get music? [Please share your insights here.](#)

The recording industry is chalking the ruling up as a victory. How big of one depends largely on its effect, and the effect of future

The record industry has sued over  
ar and has no plans to slow down.

tegy make a difference? After  
across the country use filesharing  
ome of files downloaded in any given month  
n, according to Eric Garland, CEO of [Big](#)  
e media measurement firm.

stry's legal strategy stop you from  
d compel you to purge your hard drive of

[our insights.](#)

**share with us will not leave our  
t quote you or use any information you  
interviewing you -- even then you may  
onymous.**

note along to anyone who may have

**Will the recent music downloading decision affect your behavior?**

Yesterday, a federal jury found a Brainerd woman liable for damages for sharing copyrighted music online. The jury ordered Jammie Thomas to pay \$9,250 for each of the 24 songs -- a total of \$220,000.

Will this decision change the way you obtain music? Please share your insights here.

\* indicates required field

E-mail \*

First Name

Last Name

City

State \*

Zipcode \*

Country \*

Phone \*

Will this recent decision change the way you obtain music?

Yes

No

I'm not sure

Please explain.

What else should we know about this issue?

What year were you born?

You can tap your PIN with a fast-turnaround query – and if the deadline is very tight, just tell PIN sources that you need them to respond on the double. They know news organizations work on deadline, and sources often respond very quickly.

This example is from MPR News. Since the introduction begins with “yesterday...,” putting a date at the

top of the query form would have been a good idea.

### **Drilldown/focusing query**

Over time, your PIN will develop clusters of people with expertise on one topic or another. Clusters may develop through concerted outreach on an issue, or to a profession. More often, though, many PIN sources will tell you a passion is their kids, they have expertise in education, they struggle with insurers, they are retired, etc. You can also identify clusters through long-term use of agenda-setting or issues-based queries.

You can use a drilldown or focusing query to explore the experiences of a group of people in depth. You could ask older workers who have told you they're worried about their finances how their retirement plans may be changing. You could ask teenagers about high school testing requirements. In this case, an MPR analyst used a focusing query to explore the trend of seniors continuing on in the workforce.

Outlook's Mailmerge feature allows you to send out a batch of personal emails to a group of people quickly and easily. The only challenge here is that issuing the query from your personal mail instead of EmailLabs equals more work for you to get the sent/received/responded information into AIR.

**From:** Caputo, Michael [mailto:mcaputo@mpr.org]  
**Sent:** Monday, September 10, 2007 4:50 PM  
**To:** [redacted]@net  
**Subject:** Help MPR News cover a trend story on older workers

Dear Ms. Schrankler:

I'm reaching out to you because you are part of Minnesota Public Radio News' Public Insight Network. You may remember that this network of some 30,000 Minnesotans helps inform our coverage.

Well, we want your help to report on a trend story.

It comes from U.S. Census data. The Census Bureau came out with new statistics that ranks the Twin Cities among the country's top five metro areas in terms of the percent of workers who are 60 and older that are in the workforce.

MPR reporter Dan Olson would like to talk with some older workers and find out more about why they are continuing to work.

You have identified yourself as someone who fits within the group.

Please email me at the address below and let me know if you'd be willing to help out Dan as he pursues this trend story.

It would only take about 15 minutes on the phone with him. He must speak with people late today or early tomorrow (until about 1 p.m.) to file a story Tuesday afternoon.

We hope  
All the b

**From:** Margaret Catanbay [mailto:[redacted]@edu]  
**To:** Caputo, Michael  
**Cc:**  
**Subject:** Re: Help MPR News cover a trend story on older workers

Sent: Mon 9/10/2007 5:22 PM

Hi, Michael,

I am 67 and still working full time because I love my job and need the income.

**From:** [redacted]@com  
**To:** Caputo, Michael  
**Cc:**  
**Subject:** Re: Help MPR News cover a trend story on older workers

Sent: Tue 9/11/2007 11:49 AM

Magg  
Marg  
Inte  
MN 5

Phone  
Email

I can be reached today anytime and would love to help Dan with this story. I hire pharmacists for Snyders Drug Stores and we employ older workers..and many of them work full time and are definitely over 60 years old. It is definitely a trend and in our industry, working part time as an older worker fits into people's life because it is shift work and is very flexible.

**From:** Bill Schrankler [mailto:[redacted]@net]  
**To:** Caputo, Michael  
**Cc:**  
**Subject:** RE: Help MPR News cover a trend story on older workers

Sent: Mon 9/10/2007 8:11 PM

Kirste  
Snyde

952

Michael,

I hope we can be of help to you. Bill and I are 75 and 76, retired school principals who continue to work. Upon retirement we started a company, a franchise from Canada, entitled "Mad Science of Minnesota." We trained people to do after school hands on science classes to elementary age children as well as birthday parties and workshops and camps. We grew so fast that after 5 years we sold the company and started School house Chess and train people to do afterschool classes in chess for elementary age kids. Mary also works as substitute principal in emergency as well as helping teachers needing help in instructional skills. Hope this helps. We can be reached in the evening at 651-[redacted]. This is an interesting endeavor of yours.

Mary and Bill Schrankler  
651-[redacted]

## More older workers staying on the job

by Dan Olson, Minnesota Public Radio  
September 11, 2007

↪ Listen to feature audio

New Census data show the Twin Cities workforce has a high percent of older workers. The numbers show more than a quarter of the region's workforce is between 65 and 72. That puts the Twin Cities in the top five among large metro areas. The reasons are not unexpected. A number of older workers can't afford to quit and others don't want to.



*At age 83, Tan Hue Wu is a full-time employee at a Woodbury Public Library. (Photo courtesy of the Minnesota Department of Employment and Economic Development)*

Just talk to Maggie Catambay, who is a full-time information technology specialist at age 67.

"I really enjoy my job, and then I need the money," she says.

Even people with enough money, like Mary Schrankler, found that when she finished her job as a public school principal, retirement didn't work.

"It's not enough intellectual stimulation," Schrankler says. "I need to lead a purposeful life."

So, she and her husband bought into a franchise business, ran it, sold it recently, and at age 75 is on to other endeavors.

Kirsten Halen, 42, dreads the thought of retirement--not so much her own as her employees'.

Halen recruits and hires pharmacists for Snyders drug stores.

Demand for pharmacists is very high. Halen says she has even hired people in their mid-80s to work part time.

Halen says there are a number of pharmacists in their 70s working full time for Snyders with no retirement in sight.

## In practice: Saying thank you

We send thank you notes to people who respond to our queries to maintain a good relationship with our sources and follow through when we ask them for help. If a story has aired, we'll send a link. If we have other queries we want them to respond to, we'll list them. And we give them a link so they can update their information to make future questions more relevant to them.

**Check out this data:** From Feb. 2007 to Feb. 2008, **55%** of recipients opened thank you notes that we sent them (with subject lines such as “Thanks for becoming a source for public radio” or “MPR News: Thanks for sharing your experience with high gas prices”). **22%** clicked a link on the page, which was likely to another query or to a page where they updated their information for us. In that same time period, just **27%** of people opened queries that we sent them. **7%** clicked through to a link, which was likely asking them to fill out our query form.

What can we conclude? **People like to be thanked, and following up with them is important for keeping a good relationship with our network.**

There are many ways to thank sources; you'll find your own style, but here are some suggestions.

### When sources have just joined the PIN

When people *first* sign up for the PIN – whether it's through the signup page or by answering a query form – it's important to welcome them in and let them know about all the ways they can get involved.

#### Thanks for sharing what you know

You recently took the time to respond to some questions we had to help inform our news coverage. Thank you for sharing your insights! Your knowledge will help inform national radio shows such as Marketplace and Weekend America, and regional stations like Minnesota Public Radio News.

We appreciate you becoming a source in our [Public Insight Network](#) -- more than 60,000 smart, connected people who serve as expert sources to help American Public Media's reporters uncover trends, find stories missed by others, and produce great coverage.

Now we hope you'll continue to help us cover the news.

About once a month, we'll send you emails asking for your input on topics we're covering. Respond when you have something to share. Public insight analysts will read your responses, and we'll pass your insights on to reporters and editors.

If an email query isn't relevant to you, delete it or forward it to friends or family who may have knowledge to share.

#### As part of the Network, you can help shape the news in lots of ways:

\* [Tell us more about yourself](#), to help us ask you questions that connect to your experience and expertise.

\* [Tell us what's on your mind and what you think we should cover](#).

\*If you'd like to start helping us with our coverage right away, here are some topics we are working on:

[What do you want Congress to do about the bailout proposal?](#)

[Does credit card debt darken your holidays?](#)

[Women and Work: Should you stay or should you go?](#)

[Are you looking to borrow money?](#)

Feel free to contact me directly anytime with ideas for news coverage, questions or concerns. We look forward to hearing your insights soon!

### When PIN sources are used on air

A 2007 MPR query about gas prices led to a report on rising gas prices' effects on low-income Minnesotans.

<p><b>Has \$3-plus gas changed your habits?</b></p> <p>Not since the days and weeks after Hurricane Katrina in 2005 have prices at the fuel pumps been this high. <a href="#">AAA's Fuel Gauge Report</a> puts the average price of a gallon of regular gas at \$3.15. That's a few pennies higher than the national average and nearly 40 cents-a-gallon more than a year ago.</p> <p>In 2005 people worried about clearing the \$3 threshold. How about now? Are these prices causing you to change your plans or habits?</p>	<p><b>ABOUT THE PUBLIC INSIGHT NETWORK</b></p> <p>The <a href="#">Public Insight Network</a> is a group of thousands of Minnesotans who occasionally share their insights to help us cover the news.</p> <p>The network is a key part of MPR News' commitment to learning from our audience to</p>
<p>Minnesota Public Radio how \$3-plus gas might change summertime plans and</p> <p>Share your insights at <a href="#">click this link and tell</a></p> <p>Summer's near, and the ATV's on trails and campsites the high prices alter your</p> <p>Or, have we become gas to change our plans</p> <p>We'd like to know what <a href="#">know</a>.</p> <p>And if you know of someone along to them.</p>	<p><b>Rising gas prices cause hardship for low-income drivers</b> by Tom Robertson, Minnesota Public Radio May 23, 2007</p> <p><a href="#">Listen to feature audio</a></p> <p><b>The average price of gasoline in Minnesota is at \$3.30 a gallon. That's down a penny from an earlier record high, and it's eight cents higher than the national average.</b></p> <p><b>The price spike has lots of people grumbling at the pumps, but some people are feeling the pinch more than others. People with low incomes and tight budgets are having to make unpleasant choices in order to make ends meet.</b></p> <p>Bemidji, Minn. — Rising gas prices are becoming a big problem for Susan Chapman. She's a single mom who works as a security screener at Bemidji's regional airport. Chapman lives on a hobby farm 20 miles out in the country. She works a split shift, so between shifts each day, she drives home to do chores.</p> <p>Chapman takes care of five dogs, a dozen cats and a shed full of chickens and geese. She keeps her three horses in a fenced, rolling pasture.</p>  <p><i>Susan Chapman of rural Bemidji loves life in the country, but the long drives to work are getting expensive because of rising gas prices. Chapman is only partly kidding when she talks about the possibility of riding one of her horses to work instead of driving the car. (MPR Photo/Tom Robertson)</i></p> <p><a href="#">View full slideshow (4 total images)</a></p> <p><b>AUDIO</b> <a href="#">Rising gas prices cause hardship for low-income drivers (feature audio)</a></p>

When we thanked people who responded, we were able to point directly to the PIN's influence in the story:

<p><b>Thanks for sharing your insights!</b></p> <p>Recently, you told us about your experiences with rising gas prices. Thanks!</p> <p>Now that gas is well above \$3.00 per gallon, many people are changing their habits and reevaluating their priorities. But for others, particularly those in rural areas, it is more difficult to use less gas.</p> <p>This responses informed Tom Robertson's story on gas prices. He spoke with several respondents and featured two in his report. You can hear Dan's story <a href="#">here</a>.</p> <p>We also featured the insights of several additional respondents online. You can find those <a href="#">here</a>.</p> <p>Reporter Cara Hetland also spoke with several respondents. Their insights will be included in her story on how rising gas prices are changing habits. You can hear her report this coming Monday (5/28) on <a href="#">Morning Edition</a>.</p> <p>Thank you again for your thoughtful responses. Please feel free to contact me with any comments, suggestions or story ideas.</p>	<p><b>ABOUT THE PUBLIC INSIGHT NETWORK</b></p> <p>The <a href="#">Public Insight Network</a> is a group of thousands of Minnesotans who occasionally share their insights to help us cover the news.</p> <p>The network is a key part of MPR News' commitment to learning from our audience to make our news coverage stronger.</p> <p>Do you know anyone who would like to be part of the Public Insight Network?</p> <p>Send them here: <a href="http://www.mpr.org/publicinsightform">www.mpr.org/publicinsightform</a> <a href="#">Send this message to a friend</a></p>
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### When a PIN-informed story is in progress

When Minnesota schools weren't performing well under a new testing requirement, MPR analysts sent a query to educators in the PIN asking for help understanding why schools were underperforming.

#### Why are so few schools making Adequate Yearly Progress?

Yesterday, the state reported that the number of schools failing to meet federal student performance goals doubled over the last year.

In your experience, what's behind the poor results? Are students truly not making progress? Is this year's test more difficult?

Share your insights and expertise by clicking here: [Respond.](#)

Almost a quarter of the state's more than 2000 publicly funded schools failed to make Adequate Yearly Progress in their performance on the new Minnesota Comprehensive Assessments (or MCA-II's).

For more information, [read MPR News reporter Laura McCallum's analysis of the results.](#)

Only 63 schools will face consequences for lack of progress. State Education Commissioner Alice Seagren cautioned against alarm, saying the results are just a baseline.

She also said the overall results were dragged down by those of 11<sup>th</sup> graders, who on average did not answer a third of the questions.

Third graders tested best in reading and math, with 80 percent proficient in both. But the higher the grade, the poorer the performance: Only two thirds of tenth graders tested proficient in reading; less than a third of 11<sup>th</sup> graders were proficient in math.

What do you

[Share your](#)

Your response is significant

And, please share their

#### Thank you for your insight!

Thanks for your help in covering our story on the recent MCA-II test results.

Far fewer schools than expected made Adequate Yearly Progress and we were able to turn to you to gain insight into these results.

Teachers, parents and education professionals all provided thoughtful and thorough responses. We heard about "test jaded" students who are faced with a barrage of tests. We learned about the differences between this test and previous tests. And we heard stories about the difficulties faced by special needs and minority students.

MPR News education reporter Laura McCallum is working on this story and plans to use some of the comments given by the Public Insight Network. This piece is scheduled to air within the next week. We'll give you a heads up when it becomes closer to that air date.

Once again, we thank you for your help.

Please call me with any questions or comments.

#### ABOUT THE PUBLIC INSIGHT NETWORK

The [Public Insight Network](#) is a group of thousands of Minnesotans who occasionally share their insights to help us cover the news.

The network is a key part of MPR News' commitment to learning from our audience to make our news coverage stronger.

Do you know anyone who would like to be part of the Public Insight Network?

Send them here: [www.mpr.org/publicinsightform](http://www.mpr.org/publicinsightform)

#### ABOUT NETWORK

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Send th [www.mpr.org/publicinsightform](http://www.mpr.org/publicinsightform)

The MPR analyst felt it was time to thank the sources who responded to the query before the reporter's story made it to the air, though. So in his thank you, he looked ahead to the story, rather than linking to it.

### **When PIN influence doesn't have a peg**

At times you'll find you've received insight from PIN sources, but you don't have an immediate and obvious use for their insight. Even though you can't point these sources to a story they've influenced, it's important to let them know you're listening.

#### **Thanks for telling us about your plans for Q3**

Recently, you answered some questions for Marketplace's Entrepreneurship Desk about your plans for the third quarter, given the rocky economy.

You and others in the Public Insight Network are helping us understand how entrepreneurs are launching and managing businesses, and coping in this challenging economic environment. Thank you for sharing your insight to help shape our reporting. Thanks to what we learned through your responses, one of our reporters is working on a story about one consulting business' challenges despite its growth. Stay tuned....

As always, we're grateful that you take the time to help inform the news programs of American Public Media. Here are a few other stories we're working on, if you'd like to throw your thoughts over our transom:

- \* [What's your mortgage or home-buying story?](#)
- \* [Has a hot summer day or night ever driven you to an extreme?](#)
- \* [How can the next president best help you make ends meet?](#)
- \* [How are economic troubles affecting kids and schools?](#)
- \* [What's your strategy for home heating prices this winter?](#)
- \* [What would you do with \\$3 trillion?](#)

Thanks again for participating in the Public Insight Network....

### **When sources attended a special event**

At some point, you'll create a special form for an editorial project, or host an event where you want to send a specific thank you to people who attended or who filled out signup forms at the event.

#### **Thanks for sharing your insights**

Recently you shared your tips, experiences and observations about the RNC. You made our coverage richer and more thorough. Thank you!

Some of the stories members of the Public Insight Network helped us with include:

- [Bystanders caught up in protest hassle](#)
- [Behind Party Lines: What it means to be a Republican](#)
- [Peaceful march, and skirmishes on first day of RNC](#)

And you can see [photos submitted by our audience](#) and the rest of our coverage by [clicking here](#).

We really appreciate you taking the time to share your insights with us. In the future, we want to make sure we're asking you questions that connect with what you know. You can help us do this by sharing more about your interests and your experiences. [Please click here to tell us more about you.](#)

### **When you want to promote events or broadcasts**

It's only ever appropriate to promote events or broadcasts to sources in the PIN if your communication is also editorially relevant and asks for the sources' insights. Thank yous can provide a way to do this. But your readers should never feel they're being marketed to. It's a fine line to walk, and transparency is important.

An example from KCFR that pull this off:

Hi, all,

A quick update on how your participation in the [Public Insight Network](#) makes a difference. On Monday, March 17, [KCFR News](#) is airing a special edition of Colorado Matters on the state's CSAP testing program. It's a full hour with many guests -- and much of it came out of ideas and people in the Network.

It runs Monday from 10-11 am and 7-8 pm. Or you can catch up with it on the [website](#).

Hundreds of you responded to our questions about [education](#). If you have more experiences to share about CSAP, or if you'd like to weigh in for the first time, we continue to report on this vital issue. And if you know of someone who might be interested, please pass this along (there are links to do that at the top and bottom of the page).

In fact, if you know someone who's tuned in to topics as varied as [politics](#), [higher fuel prices](#) or the [bark-beetle infestation](#), send them our way.

Thanks to all who have filled out questionnaires. You are guiding our thinking and reporting, and in some cases you are talking with us on the air. You can listen to all the Public Insight stories [here](#).

There's another way you can play a role in news coverage -- tell us more about your background and interests. This helps us find you when news breaks. You can do that [here](#).

Finally, I'll be at a Colorado Public Radio open house (not a fund-raiser!) in Grand Junction on Thursday, March 20, from 8-11 am. Please drop by. If you haven't received an invitation yet, send me a note at [publicinsight@cpr.org](mailto:publicinsight@cpr.org)....

Thanks,

#### **Is it appropriate to promote my event to the PIN?**

YES

NO

Is the on air, online or live event editorial in nature?

YES

NO

Are you inviting (or have you invited) sources to participate or inform the event in some way?

YES

NO

Will the sources you invite be able to see their insights reflected in the event?

If you said **YES** to all of these, it's OK.

If you said **NO** to any of these, it's probably not OK.