



NCLN LOCAL NEWS WORKSHOP

Elon University's Role in Strengthening the Local News Ecosystem Presentation for ASJMC

Shannan Bowen, executive director
Dec. 2, 2021

Our Foundation

- Launched in 2020 at Elon University's School of Communications
- Why Elon? Established School of Communications, dedication to state's news needs, infrastructure support for a permanent home, also home to the Open Government Coalition
- Externally funded by grants, donations, foundation support. NC News Lab Fund is primary funder



Our Mission

Connecting people across the ecosystem of local news and information, through the NC Local weekly email newsletter and by facilitating partnerships, networking, and collaboration

Convening to support journalistic quality, inclusiveness, problem-solving, innovation, and professional dialogue

Capacity-building through resource links and connections, coaching, and assistance for organizations tackling individual or collective needs

Our Vision

We want to achieve an ecosystem with sustainable and community-serving news and information organizations in all 100 counties.

Growing from...

A disconnected news and information landscape that is often competitive and without a shared vision for informing the state's regions and communities

Developing toward...

Sustainable, equitably operating, community-serving news and information organizations in all 100 counties, operating toward a collaborative, interdependent future

Our Strategy

Our Vision for North Carolina's News Ecosystem

We envision **sustainable and community-serving** news and information organizations **in all 100 counties** of North Carolina.

NC Local News Workshop Strategy

We **convene, connect and build capacity** through programs, collaborations and initiatives that help news and information organizations operate sustainably, equitably and collaboratively.

2021-22 Operating Year Focus

We will convene communities to understand their news and information needs, connect those community needs with news and information organizations who can address them, and build the capacity for news and information organizations to serve those communities equitably.

Objectives

Diversity, Equity & Inclusion

Help news orgs advance DEI values

Access to News

Meet needs in news deserts and underserved communities

Community Needs

Increase community listening and unearth community needs

Cohesive ecosystem

Foster collaboration and build a network

Professional Development

Enhance and grow skills of individuals

Programs & Initiatives

- Media Equity Project (Cohort 1)
- Media Equity Project Expansion
- Disinformation Research and Community Sharing

- Data Reporting Project with Carolina Demography
- Incubate news initiatives in news deserts
- Conduct community needs assessments

- Conduct community research and assessments
- Create repository of insights
- Teach community engagement and listening skills to journalists

- Build a network of journalists through Slack
- Plan 2022 NC News and Information Summit
- Facilitate collaborations and coalitions

- Conduct monthly skills webinars
- Partner with HBCUs on a job fair

Desired Results and Key Performance Indicators

- Diversity among staff that represents communities
- Inclusion in reporting
- Audience engagement growth

- Increase in news and info sources in areas lacking them
- Increase in coverage of rural and underserved communities

- New projects that meet needs specified by communities
- Increase in feedback loops between journalists and readers

- Increase in collaborations among different news orgs
- Increase in funding allocated to news organizations

- Retention of journalists for NC news orgs

Programs: Media Equity Project

Su Voz, Su Visión

Construyendo historias más inclusivas en Carolina del Norte



Los medios de comunicación locales están cambiando. Tenemos la oportunidad de prestar un mejor servicio a todas las comunidades de nuestro estado y necesitamos su ayuda.

Acompáñenos para una conversación virtual.

ABC11 WTVD-TV
The Charlotte Observer
EducationNC
The News & Observer/The Herald-Sun
PBS North Carolina
WFAE

THURSDAY
Sept. 30
6 p.m.

Media 2070/News Voices

Your Voice, Your Vision

Building more inclusive stories in North Carolina



Your local media are changing. We have the opportunity to better serve all of the communities in our state and we need your help.

Join us for a virtual conversation

ABC11 WTVD-TV
The Charlotte Observer
EducationNC
The News & Observer/The Herald-Sun
PBS North Carolina
WFAE

Sept. 30
6 p.m.

Programs: NC Local newsletter

- Weekly newsletter to hundreds of journalists, community leaders and others interested in news & info
- Deep reporting on a topic of interest to NC journalists
- Includes job posting links, events, research updates and general industry news



Connecting North Carolina's news & information community



Eric here, bringing news of an impossibly stellar day at Enlace Latino NC, a big grant for Carolina Public Press, an honor for The Charlotte Ledger, a wealth of new job openings and other opportunities, plus a note of thanks. But first...

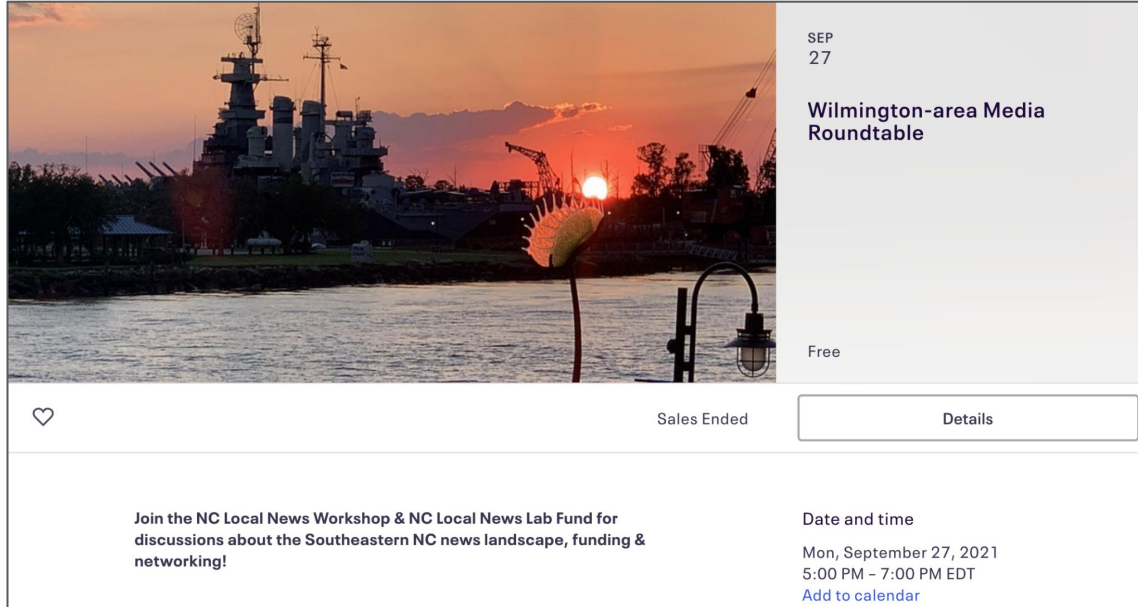
It all starts with people

Lyndsey Gilpin has a servant's heart, which is why she's always so busy.

Gilpin is the founder and EIC of **Southerly**, a Durham-based, regional independent media organization reporting on ecology, justice and culture in the South. She's also a **Senior Community Impact Fellow** in the John S. Knight program at Stanford University, with a focus on information access in rural Southern communities of color, continuing the work she began in an initial JSK fellowship starting in 2020. In her freelance work, Gilpin has covered energy, climate change, and environmental justice.



Programs: Regional News Assessments



SEP 27

Wilmington-area Media Roundtable

Free

♥ Sales Ended Details

Join the NC Local News Workshop & NC Local News Lab Fund for discussions about the Southeastern NC news landscape, funding & networking!

Date and time
Mon, September 27, 2021
5:00 PM - 7:00 PM EDT
[Add to calendar](#)

- Assessing news needs from both the community and journalism industry perspectives
- Hiring regional research and community listening fellows
- Creating programs to fill gaps




Tuesday, October 5, 2021 12:00 PM (EDT)

Western North Carolina Media Roundtable (Virtual)

[View event details](#) [🔗](#)

Programs: Collaborating and Problem-Solving



**Capacity-building.
Convening.
Connecting.**

DEC
08

Join Our Conversation: What's the State of News Collaborations in NC?

by NC Local News Workshop

[Follow](#)

Free

[Register](#)

↑ ♥

Join us for a roundtable discussion about news collaborations in NC. What are the benefits? What are the models? How do we start?

About this event

The benefits of news publishers collaborating are clear: wider audience reach, diversity in audiences, more resources and gains in revenue and capacity, for examples. But how do you go about it? What the cautionary tales, the challenges, best practices and the tips? What challenges and opportunities for collaborations do we face specifically here in North Carolina? We'll explore these questions and more in a virtual roundtable at NoonET on Wednesday, Dec. 8.

Date and time

Wed, December 8, 2021
12:00 PM - 1:30 PM EST
[Add to calendar](#)

Location

Online event

Already have a ticket?

[Access the event](#)

- Shifting narrative from competition to collaboration
- Highlighting collaborative models and benefits
- Helping news and information orgs find the infrastructure and capacity needed to collaborate



N.C. LOCAL NEWS WORKSHOP

**Questions? Thoughts?
Stay in touch!**

Shannan Bowen, executive director
Email: sbowen5@elon.edu
Twitter: [@NCNewsWorks](https://twitter.com/NCNewsWorks)