Feeding the Conversation:
KPCC engagement-sourcing gatherings

Over the course of the last several years, Southern California Public Radio has amped up its efforts to engage listeners and traditionally underserved audiences through engagement-sourcing gatherings that bring together members of the community with KPCC hosts, reporters, producers and editors around specific themes or coverage areas.

The hosted gatherings are one way we as an organization can demonstrate our reciprocal relationship with Southern Californians while also identifying new stories, sources, stakeholders and relationships. Through these gatherings, we have produced stories, sourced panels for our In Person platform, gathered audio on our mobile recording booth and created multimedia assets.

These engagement-sourcing sessions range in size from five to 50 people. At this point, underwriting covers catering expenses for the most part. The requesting show and/or reporter-editor are responsible for paying the tip and beverage costs, when applicable. The requesting party would also be responsible for covering venue costs if session is not held at the Crawford Family Forum.

So, what do you need to do to set up one of these engagement-sourcing sessions?

1. Work with your editor/producer/team to identify a segment of the community or theme around which you'd like to convene.
2. Communicate your needs and goals with Ashley: Do you want audio? Do you need new-to-you sources? Are you aiming to have conversations around a topic or to workshop an idea?
3. Identify potential dates and work with Ashley to place hold on the Crawford Family Forum or, possibly, an outside space.

What's next?

As we develop the guest list for the engagement-sourcing lunch, it's important to identify how we are building the list. Do you need all-new sources? Or can your team work with Ashley to develop the list?

Before the event, it's crucial that the requesting party be available to meet to go over logistics a week or so out. Another meeting may be needed the day before the session in order to ensure we can run through the program. Who will do intro? What activities, if any, are we trying to do?

Day-of responsibilities

Because of the increased volume of events, it's becoming clear there needs to be some sharing of responsibilities. Show teams and/or individual reporters/producers/editors should plan to be available for setup and breakdown of the event space (approximately one hour before and one hour after the actual program. This may be more depending on the availability of the live events team).

After the session

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1. Collaborate on a thank-you note to attendees
2. Identify and communicate any stories, panels, segments, etc. that come out of the sourcing-engagement session. This will help measure impact and determine whether this is something we can continue to do moving forward.