

# Complementary Workbook For A Toolkit For Transformative Community- Centric Environmental Journalism



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## Reflect on Your Mission and Current Engagement Strategies

1. State organizational mission and/or theory of change.

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2. Identify the target audience for content.

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3. Identify the individuals, groups, and populations who are directly and/or indirectly affected by the issues and stories reported on.

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4. List any current programs, policies, and/or practices your organization uses to engage with the communities whose stories it covers.

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4. List any mechanisms that are currently used to solicit audience feedback.

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## Evaluate Your Capacity

1. Identify any current staff members or workstreams dedicated to community engagement initiatives.

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2. List any funding sources that are currently available to your organization.

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3. Reflect on any existing engagement initiatives and commitments.

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## Identify Your Priorities

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Using your reflections, identify one priority from the following list that aligns with your organization's current capacity and future aspirations. Then, identify 2-3 corresponding goals to focus on for the next few years.



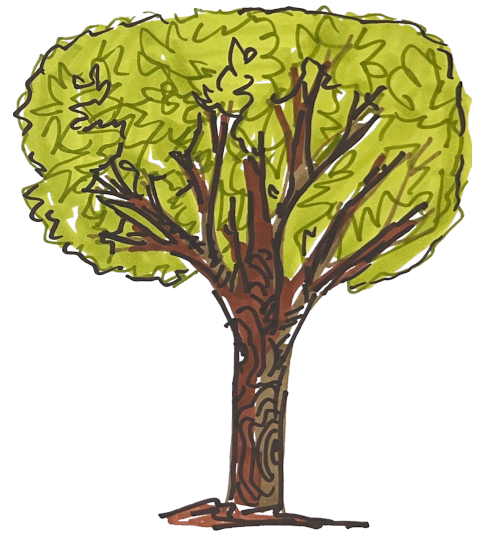
RELATIONSHIPS  
WITH AUDIENCES



ADVOCACY AND  
ACCOUNTABILITY



COLLABORATION  
AND PEER LEARNING



FOSTERING AND  
INSPIRING CHANGE

# Identify Your Priorities

Using your reflections, identify one priority from the following list that aligns with your organization’s current capacity and future aspirations. Then, identify 2-3 corresponding goals to focus on for the next few years.

## RELATIONSHIPS WITH AUDIENCES

The connections and interactions that media organizations foster with the viewers, listeners, readers, and consumers of their content in order to build reciprocal learning and mutual trust.

- Goal C: Increase The Ease Of Access And User-Friendliness Of Content For Diverse Audiences
- Goal D: Cultivate Strong, Trust-Based Relationships With Audiences
- Goal E: Establish Co-Production And Community Partnerships
- Goal G: Utilize Journalism As A Catalyst For Community Change

## ADVOCACY AND ACCOUNTABILITY

In order to support community efforts in fighting environmental injustice, media organizations must create mechanisms through which to assess and track their own progress in centering diversity, equity, and inclusion as an organization.

- Goal A: Foster And Uphold A Culture Of Accountability And Dedication Within The Organization
- Goal B: Enhance Organizational Structure, Operations, And Culture
- Goal D: Cultivate Strong, Trust-Based Relationships With Audiences
- Goal G: Utilize Journalism As A Catalyst For Community Change
- Goal H: Transform Existing Paradigms Within The Industry

## COLLABORATION AND PEER LEARNING

Partnerships between media organizations that drive change toward non-extractive practices in journalism and foster cooperative efforts and knowledge-sharing practices which provide mutual benefit.

- Goal A: Foster And Uphold A Culture Of Accountability And Dedication Within The Organization
- Goal D: Cultivate Strong, Trust-Based Relationships With Audiences
- Goal F: Facilitate Organizational Transformation

## FOSTERING AND INSPIRING CHANGE

Journalism’s dual function of championing environmental justice causes and ensuring institutional accountability for systemic issues. Driving the industry towards more ethical, sustainable, and community-centered approaches to news production and distribution.

- Goal B: Enhance Organizational Structure, Operations, And Culture
- Goal E: Establish Co-Production And Community Partnerships
- Goal G: Utilize Journalism As A Catalyst For Community Change

# Implement Your Goals

To create your organization’s implementation plan for the priority you identified, please take the opportunity to organize the goals and corresponding actions you plan to implement in the next few years, from the toolkit. This table and the corresponding toolkit can then be utilized to draft more tailored organizational plans and/or grant applications to further build organizational capacity.

YEAR	GOALS	ACTIONS
1		

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YEAR	GOALS	ACTIONS
2		

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YEAR	GOALS	ACTIONS
3		



# Implement Your Goals

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YEAR	GOALS	ACTIONS
4		

# Thank You

## LAND AND PARTNER ACKNOWLEDGEMENTS—

As students at the University of Michigan, we recognize the historical and ongoing harm committed by the university against the Three Fires Confederacy of Ojibwe, Odawa, and Potawatomi peoples, upon whose land this institution is built. We are deeply grateful for the generous contributions of our community partners and contributors (those listed below and those who chose not to be), whose insights, experiences, and feedback have been invaluable to our project's development. This project would not be possible without their collaboration and willingness to share their expertise and lived experiences with our team throughout the entire project process, from interviews to providing us feedback on our final report and toolkit drafts. We would also like to thank our project advisor, Dr. Mike Shriberg, who has been an instrumental mentor from the onset of our project.

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