FLIP IT!
Disruptive ways to engage untapped audiences
Session purpose

To inspire you to approach more stories in a community-centric way.

Session Hosts

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Follow up later
Go beyond what you first hear
Listen, listen, listen
Reframing immigration coverage

- Emphasis on deeper sourcing
- Spend time in communities
- New voices, new faces, new places
- Deconstruct common assumptions
- Explore beyond “experts”
- Become addictive to (reliable) data
- Promote all-newsroom education
Reframing immigration coverage

Discovered new layers of the Mexican immigrant segment in North Texas

Characterizing the professional, middle class and entrepreneurial immigrant community
Somalis in Minnesota

New Somali refugee arrivals in Minnesota are increasing
After a dip in 2008, a second wave of Somali refugees is arriving in the state. But with fewer family ties, this group faces a new set of challenges.
On the beat: the Somali community

New generation of Somali women is on the rise in Minnesota
By Mila Koumpilova Star Tribune | DECEMBER 22, 2014 — 6:13AM

Study finds African immigrants more powerful economic force than previously thought in Twin Cities
Concordia report shows they’re an economic force in Twin Cities.
By Adam Belt Star Tribune | JULY 2, 2015 — 6:58AM

Growing Somali mall in Minneapolis now boasts one of the state’s largest mosques
Karmel Square prayer hall is part of a major expansion at Minnesota’s oldest Somali mall
By Mila Koumpilova Star Tribune | MARCH 4, 2015 — 10:32PM

Working to defuse conflicts between Karen, black students
Community leaders and educators are trying to start a larger conversation about defusing tensions between African-American students and recent refugee arrivals from an ethnic minority group in Myanmar. The clashes have flared up in east metro schools and neighborhoods in recent years.
By Mila Koumpilova Star Tribune | DECEMBER 3, 2014 — 6:08AM

Minnesota high school senior accepted to all eight Ivy League schools
Mounds Park Academy senior is accepted to all eight Ivy League schools, plus three others.
By Mary Lynn Smith Star Tribune | APRIL 8, 2015 — 9:35PM

Minnesota Somalis see chance to lead fight against female genital cutting
Somalis in Minnesota are leading the fight here and abroad against a practice that some say is a human rights violation.
By Mila Koumpilova Star Tribune | MAY 19, 2015 — 1:13PM
Terror: News breaks, tensions rise

Six more from Minnesota arrested, charged with planning to join ISIL
FBI calls arrests a major break in 10-month probe

By Paul McEnroe Star Tribune | APRIL 21, 2015 — 9:36AM

An eight-year federal investigation into terrorist recruiting yielded what authorities say is one of its biggest breakthroughs Monday, when six Somali-Americans from Minnesota were charged with planning to leave the United States and fight alongside Islamic extremist groups.

Mall of America tightens security after latest threat
With an unprecedented peek behind the scenes, the mall hopes to reassure shoppers.

Twin Cities Muslim leaders challenge federal outreach effort as cloak for spying
Mosques should not “become places of spying,” an imam says in faulting the new federal community counterterrorism efforts.

By Paul McEnroe Star Tribune | FEBRUARY 17, 2015 — 11:32PM

Prosecutors say accused ISIL recruit from Minneapolis threatened to kill FBI agents
Prosecutors say confidential informant’s recordings document suspected ISIL recruits’ disdain for U.S. law.
Seeking to find a deeper story

• Reporters from diverse backgrounds, beats.

• Investment of time for interviews, meetings with community members, teachers, imams, elders, relatives, coaches, attorneys, officials.

• Deep dive into social-media posts, videos, networks.

• Build a first-ever database of sources and subjects.
Re-framing the story

Between two worlds

Their parents had fled the horrors of Somalia’s civil war and eventually made their way to Minnesota.

The children often found themselves straddling two worlds — mainstream American society and their insular Muslim households. They didn’t always...
Adding voices from the community

From a reader: “Awesome article! It really helps to hear from someone in the community so those of us outside can get a better understanding…..”
Key takeaways

• Commit to truly **understanding** your sources. Go slow, be patient, build trust authentically.

• **Source development** should be constant, done on behalf of the journalist AND the institution.

• Involving more/diverse staffers enables you to **listen** in more places, hear different voices.

• As your reporting deepens, re-assess your **framing**.

• Build **partnerships**: Recruit guest columnists. Consider teaming up with other institutions or media.
Small Group Discussions

What struck you from your conversations that has implications for your newsroom?

Photo by Emmalee McDonald, Experience Engagement, Portland, 2015
Whole Room Discussion

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Covering Muslims in America
What's your take-away from this session?

When poll is active, respond at PollEv.com/asne  📞 Text ASNE to 22333 once to join

Screen shot of texting poll at end of the session.
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