



LISTENING POST COLLECTIVE

MENU OF SERVICES

Want us to work with you? We offer the following menu of LPC services for local organizations, media and foundations.

Each of the options below can be selected alone, or combined together in a variety of ways for a more robust partnership, depending on the needs of the member and the resources and time available. We are happy to have an introductory phone call to discuss what the member is looking for, and how best to offer a package that helps them get where they want to go. All costs are determined after consultation.

MENTORSHIP

A core offering of the Listening Post Collective is our unique mentorship approach, which helps shift how journalists think about engagement, rather than focusing solely on tools and products. People often have great ideas but need support in realizing them - everything from talking through concepts to learning facilitation skills, from developing inclusive questions to creating relevant surveys.

Through mentorship we not only aim to build the skills and confidence of those implementing their own projects, we also aim to develop their leadership talent so they can pass on valuable lessons learned to other colleagues and LPC Members. Rather than formal classroom training, LPC coaches mentor one-on-one, shadowing the partner through their day-to-day work, answering questions and brainstorming ideas in real life situations. Mentors work both in-person at the outlet or project site, as well as virtually through video and chat applications. We offer three, six and twelve month mentorship services depending on need.

ASSESSMENTS

An Information Ecosystem Assessment (IEA) is an in-depth, customized survey methodology to help provide a snapshot of how information moves through a community, what the trusted sources are, who the major influencers are, what issues are most important to residents, and how best to expand the news conversation to a diverse audience.

While our LPC Playbook offers steps to help local partners identify some of these key factors on their own, our team also provides more robust commissioned assessments for local news partners, foundations, and organizations. These assessments inform how we advise local journalism outlets on both offline and online approaches. They provide a road map on how news outlets can better share content with communities they aren't already connecting with and they help open up ongoing channels so residents can contribute their experiences to ongoing coverage. The assessments are also an invaluable process to help foundations and organizations understand how their beneficiaries receive and understand critical information about issues such as health care, housing, food security or other topics.

FIELD VISITS

We're available to visit your project location and assist you in setting up an engagement experiment, assess an existing project, provide training, speak to editors, managers, and colleagues about the value of community journalism projects, and more.

WORKSHOPS

LPC coaches specialize in community engagement, but they are also journalists and media practitioners. We can tailor-make a full 3-day training course for up to 10 members of a media outlet or project, teaching specifically on our community engagement methodologies - or on almost any newsroom need. We can include sessions on everything from basic radio production to interviewing techniques, from reporting in a disaster to hosting a talk show. All topics aim to strengthen the depth and quality of reporting, putting communities first and ensuring true two-way communication. An optional activation grant allows the outlet to develop a community engagement project based on what they learn, with LPC support.