



## Find Different Leaders in Your Community

Choose a story that you are planning. Then consider these steps to expand your thinking about the types of leaders who can speak with authority about this story.

**Step 1: Start with what (and who) you know.** Make a list of sources you might normally go to:

- Official and civic leaders you have contact with.
- People from an area, neighborhood or space you are familiar with (e.g., people at a store, barbershop, church, etc.).
- Catalysts and connectors you or others in the newsroom know.

**Step 2: Get to what (and who) you don't know.** Talk to sources you know in ways that lead you to new sources. Here's how:

Ask others in the newsroom who may be familiar with the issue or area you are reporting on:

- Who are the "go-to" people when it comes to \_\_\_\_\_?
- What role do they play?
- When people want to find out about \_\_\_\_\_, whom do they ask?
- Where do conversations exist about \_\_\_\_\_? Who is in them? What do the conversations sound like?

Ask the official and civic leaders you have contact with these questions:

- Whom do you turn to when you want to learn how people think about \_\_\_\_\_?
- What are you trying to learn from these people?
- Where do you go when you want to talk with regular folks in the area?
- Who seems to be at a lot of community meetings, forums and events but doesn't have an official role?

Ask catalysts you know of, or go to spaces you are familiar with, and ask these questions:

- If I wanted to know what people around here were thinking about \_\_\_\_\_ how would I do that? Where would I turn? Whom would I talk to?
- If you couldn't read a newspaper, watch TV or check the Internet, how would you find out what's going on with \_\_\_\_\_?
- Who or what do you consider to be the most reliable source on this topic?