2021 Goals

SUMMARY

GOAL #1: Integrate anti-racism practices into all parts of the news operation.
  1.1 Continue reflecting on coverage and discussing ways to improve.
  1.2 Foster community engagement with Black and immigrant communities in Middle Tennessee.
  1.3 Track our sourcing more intentionally to better represent Nashville.
  1.4 Pair our journalists with mentors and other professional support.
  1.5 Revamp our processes with equity at their core.

GOAL #2: Create areas of specialization, as well as systems to prevent silos, as the newsroom expands on multiple platforms:
  • Digital news
  • Daily show
  • On-air sound
  • Weekend and evening coverage
  • Special projects/investigations

COVERAGE PRIORITY #1: Stories that impact policy discussions and the region’s cultural conversations

COVERAGE PRIORITY #2: Stories that reflect and add depth to the experience of diverse communities
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**GOAL #1:** Integrate anti-racism practices into all parts of the news operation.

1.1 **Continue reflecting on coverage and discussing ways to improve.** Conversations around race and whiteness last year made us examine our own work more deeply, debating questions around objectivity, social media and language usage. We want these conversations to be part of our newsroom culture.

*Success is:* We have at least one newsroom-wide conversation about diversity or equity in coverage per quarter. Staffers are proactive about voicing concerns or topics for discussion, either in newsroom meetings or during one-on-one conversations with managers.

1.2 **Foster community engagement with Black and immigrant communities in Middle Tennessee.** Let's build on the listening tour sessions of 2019 and our partnership with Nashville Noticias.

*Success is:* We work with the events team to create at least one event per quarter that connects with these communities. We create at least two long-term initiatives (i.e. a new partnership, a digital-only product) that serve these audiences. Our digital team creates processes to engage with these audiences online on a weekly basis.

1.3 **Track our sourcing more intentionally to better represent Nashville.** Source diversity is not the sole indicator of the real goal, which is diversity in coverage and who we're serving, but it is a good analytic to make sure we're on the right track. We will begin with striving for parity Nashville demographics.

*Success is:* 45% of sources are women each quarter; 35% are people of color. We develop a target goal for sources outside of Nashville. Editors initiate conversations about diversity in sourcing (referring to our story standards) for each story pitch.

1.4 **Pair our journalists with mentors and other professional support.** We will prioritize resources and mentorships that promote the principles of anti-racism. We will especially seek to support BIPOC journalists, who face unique challenges in this predominantly white industry. We strive to make public radio, and this newsroom, a place where people can see themselves working long-term.

*Success is:* In mid-year and end-of-year reflections, our journalists meet most of their goals and report feeling supported and positively challenged.

1.5 **Revamp our processes with equity practices at their core.** We'll examine how we hire, promote, set expectations for our staff and build a newsroom culture. We'll define our processes and change them if they're not hitting the mark.
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GOAL #2: Create areas of specialization, as well as systems to prevent silos, as the newsroom expands on multiple platforms.

As a small newsroom, everyone had to wear all the hats out of necessity, but that's not sustainable as we continue to grow. Although we still value a culture of "willingness to jump in and help," we need to clarify expectations and responsibilities, especially for non-reporter roles. All roles will still have some clearly-defined crossover responsibilities, to help break down silos.

Our priority areas are:
- **Digital news.** We need to reach audiences who don't listen to live radio.
- **Daily show.** We need to create a concept that leverages the work the "news desk" (reporter corps) is already producing, and a system that clearly designates how the show interacts with other elements of the newsroom.
- **On-air sound.** We need to expand our hosts' presence as a local companion during drive-time hours, as well as expand branding throughout the day.
- **Weekend and evening coverage.** We need to create a sustainable staffing plan for responding to news outside of our current work schedule.
- **Special projects/investigations.** We need to develop a clear protocol for developing and supporting reporters to take on special projects and investigations.

What is NOT a priority: Adding beats to our news desk. The bulk of our hires in late 2021 and early 2022 will be non-reporter roles.

Success is: *Every person in the newsroom understands their primary and secondary responsibilities. When a reporter produces a story, they think about how it might work on various platforms.*

**COVERAGE PRIORITY #1:** Stories that impact policy discussions and the region's cultural conversations

- The goal: We will report **three** investigative (revelatory, evidence-based) stories or special projects (series, limited-run podcast) per quarter.
- At least one story per quarter should meaningfully contribute to changes in public policy or community conversations.
- Reporters make it a habit to review past story topics and follow-up on them. This becomes a regular part of each reporters' beat.

**COVERAGE PRIORITIES #2:** Stories that reflect and add depth to the experience of diverse communities

- Reporters make it a habit to find stories on their beats that tell stories about the following communities: Black, Spanish-speaking, Arabic-speaking, outside of Nashville
- We will create a more robust freelancer corps that focuses on these communities.