

Community and Newsmaking Events Checklist
Module 2
Going Live: Building Live Journalism in Your Newsroom

Community events meet the audience at a critical moment—it serves a need for information and guidance.

Examples of community events could include:

- An event around an upcoming close election...
- An event around decaying infrastructure in your area...
- An event about college admissions targeted for parents...
- An event designed for job seekers looking to navigate the market...
- An event designed for budding entrepreneurs and small business owners...

Formats could include:

- Virtual roundtables
- Live call in-shows where a host reads from the reader mailbag
- Unconferences where attendees propose the topics and the audience votes on which ones they would like to hear
- Live workshops
- An interactive Town Hall or debate

Newsmaker events drive the news cycle: the interview IS the news. The appearance creates the cycle

Examples of newsmaker events NOT hosted by a newsroom:

- The World Economic Forum annual meeting in Davos
- The annual SALT conference
- Sun Valley investor conference
- Berkshire Hathaway's Annual meeting

Examples of newsmaker events hosted by a news organization:

- Recode's annual CODE conference
- Bloomberg's New Economy Forum
- The Wall Street Journal's CEO Council