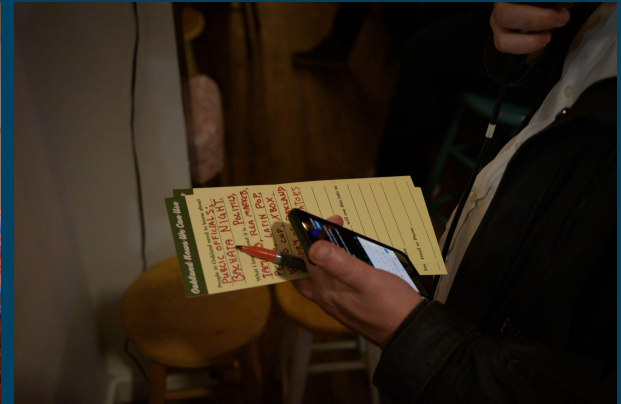
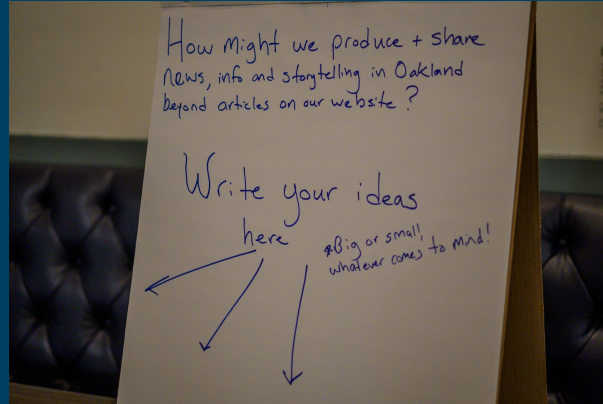




ONA21: DEI as a Key Ingredient for Sustainable Growth

June 22, 2021

How We Began: Community Listening Sessions



Our Newsroom's **Founding Values**

- Commitment to listening
- Represent and reflect Oakland
- Share the mic
- Work for a more informed Oakland
- Reflect Oakland's values, not just its deficits
- Editorial independence



Mission Metrics: How we connect our journalism to our values

- Help people connect with resources or take action
- Amplify diverse community voices
- Reshape harmful narratives about Oakland
- Investigate systems, not just symptoms
- Make local government more accessible
- Preserve Oakland histories and legacies
- Help people enjoy Oakland
- Hold power to account
- Reflect the value of Oakland
- Partner with others serving information needs in Oakland

**The Oaklandside
Community Advisory
Board**



What the **process** entails

- **Reading** three articles published by our staff each week
- Share written **feedback** on each story
- Hold monthly virtual meetings with staff for deeper **conversation**

What we're hearing so far

- What advisors find helpful and want to see more of
- Questions about the issues we cover and story ideas
- Ways to reach more Oaklanders
- What's missing from our coverage

Parting Question:

How is your newsroom listening to the communities it covers?

Worksheet: <http://bit.ly/ONA21DEI>



Thank you

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