



## DOING THE CIVIC MAP IN PUBLIC JOURNALISM:

### A QUICK GUIDE

#### Why map in PJ?

- ***Serves as game plan or quick reference***
- ***Helps you move out of “conventional” mode (ideas, sources, writing)***
- ***Leads to deeper understanding of and reporting on a community or issue***

#### Mapping the Community

- ***Geographical***
- ***Topical***
- ***Composition***
- ***Other types***

#### Strategies

- ***Immersion***
- ***Focus Group Discussion***
- ***Survey***

#### Public Journalism: When to map

- ***Finding story ideas***
- ***Building the story***
- ***Telling the story***

#### Peeling the Layers

- ***Official***
- ***Quasi-official***
- ***Third places***
- ***Incidental***
- ***Private***

#### Finding Story Ideas

- ***What makes a community tick?***
  - ***Issues and concerns***
  - ***Hopes and aspirations***
  - ***Trends***

## Building the Story

### Mapping

- ***The Topic***
- ***The Team***
- ***The Strategies***
- ***The Sources***
- ***The Timetable***

### The Topic

- ***What we know***
- ***What we want to know***
- ***What is interesting***
- ***What is beneficial***
- ***How much time and effort***
- ***What the dimensions/boundaries of the area/topic are***

### The Team

- ***Reporters***
- ***Editors***
- ***Researchers***
- ***Photojournalists***
- ***Librarians***
- ***Advertising (?)***

## Community Conversations

- ***Types***
  - Focus groups
  - Town hall meetings
  - Small public assemblies
  - Coffee-shop (sari-sari store) talks
  - Kitchen-table (living-room) conversations
- ***Use throughout***
  - Explore other angles
  - Bring in more voices
  - Report/validate findings
  - Solicit feedback
  - Look for solutions

## Framing the Story

### What frame?

- ***NEWS: Hard, soft***
- ***FEATURE: News feature Profile; How to***
- ***OPINION: Commentary; analysis***

### What frame?

- ***Conflict***
- ***Explanatory***
- ***Problem-solving***
- ***Investigative***
- ***Human interest***

### What frame?

- ***Environment***
- ***Business***
- ***Legal***
- ***Community***
- ***Law enforcement (Police, military)***

### Importance of framing

- ***Selects relevant context***
- ***Supports certain values***
- ***Shapes readers' view***

### Presentation

- ***Format (formal series, one-day specials)***
- ***Project aim***
- ***Project guide (evolution, schedule of upcoming events)***
- ***Photos***
- ***Historical perspective***

- **Data analysis (maps, graphs, tables)**
- **Empowerment info (self-help info, reading lists, community resources, how-to-get involved)**
- **Civic linkages (contact info)**
- **Online component (information, feedback, continued discussion)**

#### The Landscape: Synthesis

- **Focus: What's the central theme?**
- **Lead and nut graph: What's the point of the story?**
- **History: How did the problem develop?**
- **Scope: How widespread is the development?**
- **Causes: Why is this problem happening now?**
- **Effects: Who's affected and how?**
- **Moves and countermoves: Who's acting to promote or oppose the developments, and what are they doing?**
- **Future: What could happen?**

#### What to remember

- **The relevant "voices"**
- **Synthesis, not mere recording**
- **Anecdotes, description, dialogues, examples**
- **Contrasts and comparisons**
- **BBI (boring but important) information**