# Local News, Strong Democracy

What do newsrooms need to provide better coverage?

## Skills

1. **Effective Voter Guides**
   - How to design, finding & sharing templates, distribution

2. **Covering the New Reality**
   - Handling and identifying truth vs deep fake, AI and conspiracies

3. **Beyond the Horserace**
   - Research and reporting campaign finance, independent candidates

4. **Localization**
   - Getting interviews, localizing the national, focusing on the most important

## Resources

1. **Software**
   - Tools for managing workflows, budgeting, aggregating stories, design

2. **Pooled Resources**
   - Regional collaboration, interns, republishing, workspaces

3. **Money**
   - Funding freelancers, convention coverage, tools and research

4. **Staffing**
   - Hiring quickly, emergency coverage, who’s managing the tools?

## Expertise

1. **Freelancers**
   - Best uses for expanding coverage, preventing burnout

2. **Legal & Ethics**
   - How to get advice on concerns as they arise, where to turn

3. **Context**
   - How to quickly get interviews for localization of national trends

4. **Case Studies**
   - Working with small staff, content sharing, digital engagement

## Other

1. **Voter Engagement**
   - Connecting with voters, encouraging conversation, involving youth

2. **Marketing**
   - Getting info to voters, promoting collaborations and national work

3. **Burnout**
   - Best practices for staff wellbeing during stress-filled year

4. **We’re All in This Together**
   - Addressing the needs of all station roles involved beyond reporters

---

[http://pmja.org]

#pmja2024