



## News Go Bag Project: Connecting local media, disaster workers, and community groups to bridge the gaps. Delivering essential information, engaging underserved communities, and building resilience—before, during, and after disasters.



### Climate crisis vs. Journalism crisis

- As the volume and intensity of disasters in the U.S. surge, newsroom employment has plummeted by 57% between 2008 and 2020. Fewer local journalists report on a growing number of emergencies.
- Legacy media and emergency notification systems don't reach key communities like non-English speakers, rural residents, or those lacking reliable communication infrastructure. New digital news outlets, independent journalists, and community groups are stepping up to fill these gaps, ensuring vital disaster information and engagement are accessible to all.
- To serve the public, media outlets need support in developing emergency response plans and training and connecting with experts. By equipping journalists with the tools they need, we can enhance disaster reporting and community preparedness.

### Journalists as first responders & interpreters

- Local journalists bring a unique familiarity with diverse communities, sources, and history, offering invaluable context and perspectives. Their deep-rooted connections can enhance the public's understanding and support researchers and disaster response professionals before, during, and after disasters.
- News outlets offer a powerful platform to reach and engage with diverse and underserved communities. By employing creative approaches — through digital, hyperlocal, nonprofit, and civic media — they amplify voices and ensure vital information reaches everyone.
- Journalists are essential in uncovering public questions and concerns, highlighting problems and solutions, and delivering real-time, on-the-ground verification.

### Increase public information & engagement

- Elevate collaboration between disaster professionals and media to ensure critical preparedness and recovery information is accessible to all. Together, we can spotlight actionable research needs and highlight successful local solutions.
- Forge strong relationships to revolutionize emergency communication. Expand the use of social media, new tech, and trusted tools like ham radio to connect with residents during disasters. Engage communities in real-time, empowering them to build resilience.
- Integrate nontraditional media, including digital-only outlets and independent journalists, into emergency alert broadcast systems. Enhance media access to foster transparency, boost public engagement, and effectively reach diverse communities.

### How you can help & get involved

- Develop resources, trainings, and identify useful partnerships to support more accessible public communication and engagement during disasters
- Identify potential frameworks for expanded collaborations between local government, researchers, community organizations and media to increase public engagement, transparency, and information resilience
- Build connections with local journalists and news outlets to share research and reach diverse communities



### Get in touch and connect!

Kate B. Maxwell, [info@newsgobag.com](mailto:info@newsgobag.com)  
Local news outlet founder, journalist  
and media researcher

