Mission statement:

The America Amplified initiative will empower public media to create innovative journalism by listening to communities and elevating diverse voices. The effort will strengthen collaboration within public media, build trust in local journalism and deepen understanding of America’s needs and aspirations.
Initial strategies:

- Embedded reporters
- Health care
- Biking into news deserts
- I-4 corridor
- Rural
- Talk shows
- Black women in the South
We don’t say pivot.
How will we know success?

1. We are able to share and execute best practices for community engagement during a divisive elections season.

2. We produce a robust portfolio of election-cycle journalism (local, regional, national) that can be linked to this engagement work.

3. We hear and respect a wide range of voices from across America in multiple platforms.