

Your full name: **Emily Park**

Cornell University

Title of your LiA project: **“Community Network – Diversifying the Newsroom”**

The organization or partner with which you are working: **Tortoise Media**

Your key contact/supervisor at the organization. *If you are working with a Cornell faculty member, list that person; if there is an additional local partner, list that person as well.*

Full name: **Gurjinder Dhaliwal**

Email: gurjinder@tortoisemedia.com

The need or cause you are supporting: What is the specific problem, cause, or opportunity you are exploring?

Tortoise Media is currently working to identify charities working with disadvantaged communities. This summer, I will assist them with this project by arranging phone calls and meetings to secure community network partners, build charity partnership relations, and help provide underrepresented voices with a platform in news media.

Goal: What is the big-picture idea/vision and desired outcome that your LiA project is trying to achieve in order to address the need or problem above?

This project is a response to the problems of “daily noise” and “the power gap.” Its goal is twofold: to support Tortoise’s mission of providing quality stories to everyone in the community, and also to represent community members who don’t have enough of a voice in the newsroom.

Objectives: How will you achieve your goal? Write 3-5 SMART objectives outlining how you will achieve the overall goal.

While at Tortoise, I will (1) identify gaps in the Tortoise membership pool, (2) find charitable organizations that work with disadvantaged communities to fill this gap, (3) participate in onboarding/partnership meetings.

List any challenges, barriers, or risks to achieving your objectives.

I expect there will be some differences in etiquette and communication, and I look forward to learning them while in London. Another challenge might be convincing people to partner with Tortoise.

What are some ideas you have to overcome those barriers or challenges?

I will focus on being very present and empathetic while at work. Also, when onboarding community members, clear communication and relationship-building will be essential. I really admire Tortoise for integrating community members into their program, not only by telling their stories but also by providing them with access to quality news.

End date: Jul 22, 2022