



FINDING UNTOLD STORIES

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13 To find and tell untold stories, look for a place where people congregate. Immerse yourself in that environment. Listen, absorb and get a real feel for what is going on.

14 Under-covered communities have a treasure trove of stories that no one has ever told. Get into those communities, study the history and find local guides.

15 Be aware of the stereotypes and assumptions we all have that are based on our personal life experiences. Get new angles and real stories by going below the surface and looking at the life behind the labels you have put on things.

17 To understand others, understand yourself first. Authenticity occurs when you know where you are coming from before you try to figure out someone else.

18 Get comfortable being uncomfortable. Find out as much as you can, then go in with an open mind.

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Journalists don't have to share beliefs or have a commonality with the people they are covering. Interview across differences by showing that you care, researching your subject's background, admitting ignorance, asking for help and treating subjects with respect.