

Black at Mizzou

Confronting race on campus



Illustration by Rachel Sender for APM Reports

How it started:

APM Reports is the documentaries and investigations unit of American Public Media:

- They received grant funding to work on a doc about racial climate on college campuses

Finding a producer close to the story:

- KBIA (npr affiliate) on Mizzou's campus referred the team to Lauren Brown who was currently working at St. Louis Public Radio and had just graduated from the University months prior.

Laying the groundwork:

- We took multiple trips to Mizzou's campus to gather interviews
- During the first trip as we walked around campus Lauren discussed her time at the University and that's when the lightbulb went off!





Getting Sources:

- **Build a relationship:**
 - Most of them were 5-7 years removed those experiences and tired of being reached out to tell yet another story about racism. I wanted to tell a different story I wanted to talk about “Black Mizzou” and that made them feel comfortable to open up **beyond** the protests
- **Obtain trust:**
 - They trusted me as a fellow Black student and as a Mizzou grad but they trusted my team because they wanted to learn more about them as individuals not just about the protests.
 - We went beyond what mainstream did or was doing in their stories we made our sources feel seen
- **Show value:**
 - This story wasn't just another story of angry students but about the love, support, and strength it takes to build a community and create a better experience for those around us.
- **Transparency & Inclusiveness:**
 - We asked a lot of the current students at Mizzou what their concerns were and what they wanted to see change. We used my personal experience and connection to the movement to shape the arch of our story.

Black Mizzou was it own character!