

Since Parkland

12 months. 1,200 American kids killed by guns. 1,200 stories about the lives they led, reported by teen journalists across the country.



What We Did

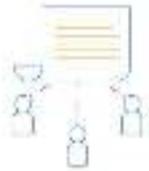
After the 2018 Parkland school tragedy that took 14 young lives, The Trace, the *Miami Herald*, and McClatchy spent a year chronicling the lives of American children, ages 0-18, who died by a gun during the year following the shooting.

We recruited and trained **214 teen journalists** to lead the reporting. Together, they wrote nearly 1,200 profiles of young gun violence victims.

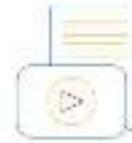


What We Did

The complete **Since Parkland** package included multiple layers and mediums:



1,147 student-written profiles of kids killed by guns.



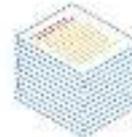
Social media videos and content produced by NowThis News.



Print versions in the *Miami Herald* and McClatchy papers in 29 other cities.



A custom-built microsite designed to emphasize the humanity of the victims.



25 original articles by our newspaper partners.

What We Did



How We Did It

We hired Beatrice Motamedi and Katina Paron, two experienced and forward-thinking journalism educators, to assemble a team of teen reporters across the country.

Beatrice



Katina



How We Did It

Beatrice and Katina designed a [digital training guide](#) and worked with student reporters everyday for 10 months.



Resources

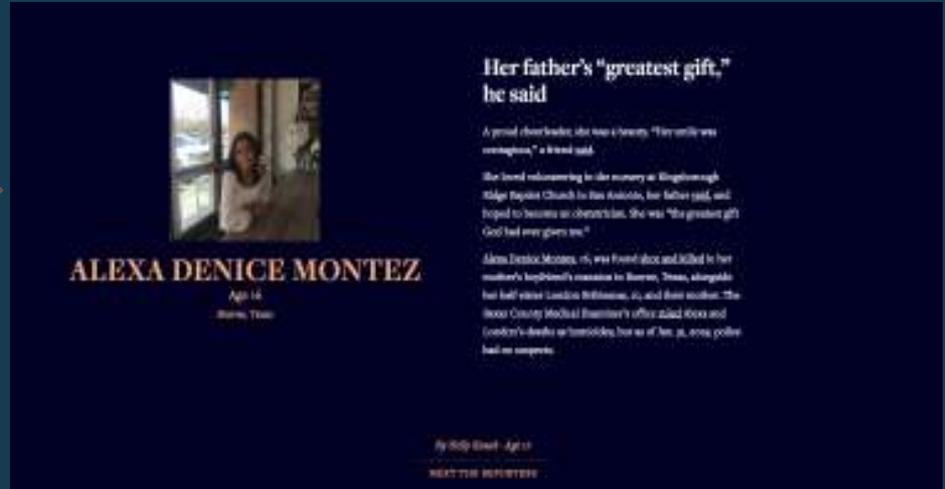
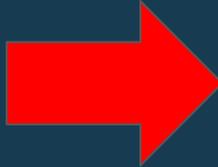
FOR STUDENT REPORTERS

- ["Tracing America's Gun Stories"](#) step by step project guide
- VIDEO: ["Getting Started"](#) webinar
- ["How to Write the Trace Summary Obituary"](#)
- ["Block Your Writing: The Poetics of the Obituary"](#)
- [Student Writer's Checklist](#)
- [Student Reporting Guide](#)
- [Project Style Guide](#)
- [Attend a Virtual Wellness Session](#)

How We Did It

Editors assigned victim profiles to student reporters using basic incident data from the nonprofit [Gun Violence Archive](#).

Students then scoured websites and social media for any information they could find on victims. Some delicately reached out to families of victims to understand how the young victims had lived.



How We Did It

They wove what they found into **100-word portraits** that live on a [custom-built project microsite](#) where readers see young victims of gun violence as the people they had been: siblings, friends, musicians, young parents, community volunteers, athletes, artists, gamers, college-bound seniors, dancers, adventurers, jokers, etc. — **all details surfaced by our student reporters.**



How We Did It

We also let our student reporters take charge of the #SinceParkland social media promotion, which helped our project reach more than 10 million readers.



How We Did It

At each step, we used digital tools to encourage collaboration among our teen reporters, who were spread across 25 states.



Katina 2:09 PM

Teens — can anyone help [@Ellie Klibaner-Schiff](#) out?



Zoe Hsu 2:10 PM

I can :)



2



1

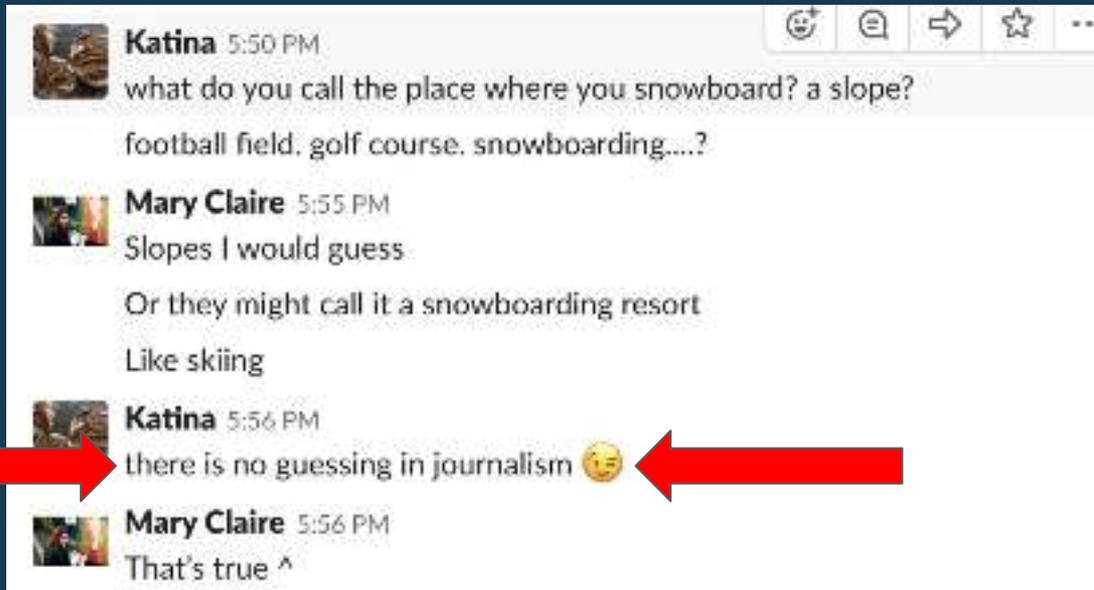


Katina 2:11 PM

[@Ellie Klibaner-Schiff](#) If nothing turns up we'll get a Trace mentor on it but want to see if having another teen moves it forward

How We Did It

And we packed the experience with lessons in journalism, in whatever medium we could, to expand the teen reporters' education.



How We Did It

To pull off Since Parkland, we raised \$300,000 from foundations and private donors.

The Eli and Edythe Broad Foundation

Fund for a Safer Future

The Kendeda Fund

Levi Strauss & Co.

Lisa and Douglas Goldman Fund

Manaaki Foundation

Mimi and Peter Haas Fund

Paul and Ann Sagan Family Fund



Why We Did It

The Parkland tragedy, which put young people at the center of a new movement, marked a turning point for America's gun debate.

It demanded a big response from our small newsroom, the only one in the country that exclusively reports on gun violence.

What we've learned from covering this issue full time since 2015: School shootings are horrific, life-altering events, and yet they account for less than one percent of the shootings that take the lives of young people each year.

Many more die in domestic violence incidents, accidental shootings, or shootings stemming from small disputes in cities across the country. The vast majority of the victims are black and Latinx. Many never have their stories told on the front page (if they get told at all).

We asked ourselves: How could we get people to pay more attention to gun violence outside of mass shootings?

Since **Parkland** was our answer.

Why We Did It

We built **Since Parkland** to:

Convey to the public the **full scale and scope** of gun deaths among young people in America.

Memorialize the life stories of the youngest victims of the gun violence crisis with an **unforgettable interactive digital experience**.

Cover shooting deaths of the **young people of color whose deaths get little media attention**.

Train and inspire the **next generation of journalists** to report on one of the most consequential issues of their time.

How We Know It Worked

Since Parkland reached millions of people:

Since parkland.org, the project microsite has generated more than **415,000** views..NOTE.:.This.is.the.site.with.the.profiles.

Miami Herald and McClatchy's stories reached a cumulative print and digital audience of more than **2.5 million**.

NowThis News, the project's exclusive social media partner, shared our work to a combined social audience of more than **8 million users**, and generated more than **2 million views and engagements**.

How We Know It Worked

Since Parkland offered a powerful corrective to media coverage that has overlooked the gun violence that touches American families everyday.

"I'm the mother of one of the recent shooting victims. Allow me to first express my gratitude for a team of amazing young individuals like yourselves who choose to research and honor these beautiful children. My son, Damani Chadly, as you expressed, was a passionate musician and mentor to many... What you're doing is tremendous, and if there's a way that mothers like me can support in any way please let me know. I'm still numb but trying to make sure my son is accurately represented and I thank you for your help with that."

Justine Chadly
MOTHER OF VICTIM

How We Know It Worked

Since Parkland trained, educated, and inspired a diverse team of student journalists.

"Before I started to work on the project, I thought of gun violence as happening in school shootings and in drug- or theft-related crimes. Now my eyes have been opened to just how varied gun violence tragedies are and what kinds of situations they occur in."

Aujanab McGee
DETROIT, MI

"Us teens covering the deaths of fellow children is pretty moving because it's our story to tell... these stories could get into the hands of people who could make a change."

Amrita Sangani
LOS ALTOS, CA

"Student journalists are so often not included in this conversation over gun violence in America, even though it so deeply affects the lives of young people. I would like to think that this project opens up the doors for us to be part of the conversation. Powerful storytelling is so important and can make such a difference."

Allie Kelly
DENVER, CO

"I'm a vessel for these kids' stories that they can never tell... This is the most haunting and the most powerful thing I've ever done."

Mary Claire Malloy
INDIANAPOLIS, IN

"Most of the time when people hear about gun violence on the news, very often we hear the numbers. The Trace project makes it more personal because it puts a face to the number, and you can actually connect more with the victim."

Sokhna Fall
QUEENS, NY

What Should Happen Next?

Many of the big issues of our time are in need of bold, narrative-shifting journalism.

There is a lack of imagination in the news industry for the capability of teen journalists. But they bring unique perspectives and an undeniable moral weight to their reporting.

News organizations can look to Since Parkland as a model for collaborating on big issues with distributed, diverse teams of student reporters.

What Should Happen Next?

News organizations interested in working with student reporters should:

- Find journalism educators who have extensive experience working with teen reporters.
- Work with them to create a workflow that is tailored to the needs of the smart and **very busy** teens you'll work with.
- Use tools that allow for easy collaboration across the project.
- Let your teen reporters lead social media promotion and engagement for your project — they are better at it than you are!

What Should Happen Next?

We are not quite done with [Since Parkland](#).

This summer, we'll work with 10 of our most dedicated teen journalists to finish reporting 100+ 'stories left to tell' — victims who were so little reported on and memorialized online that we did not have enough information to place them in one of the project categories.



The goal: Through additional reporting, collect enough details to move all stories currently in this section into one of the other categories on the Since Parkland site by September 1.