

THE
MEDIA
DESERTS
PROJECT



Community Engagement: Designing Locally Grown News and Communication Systems

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Newspaper Layoffs and Buyouts

Year

Layoffs and Buyouts

2007

2,256+ (partial data)

2008

15,992+

2009

14,783+

2010

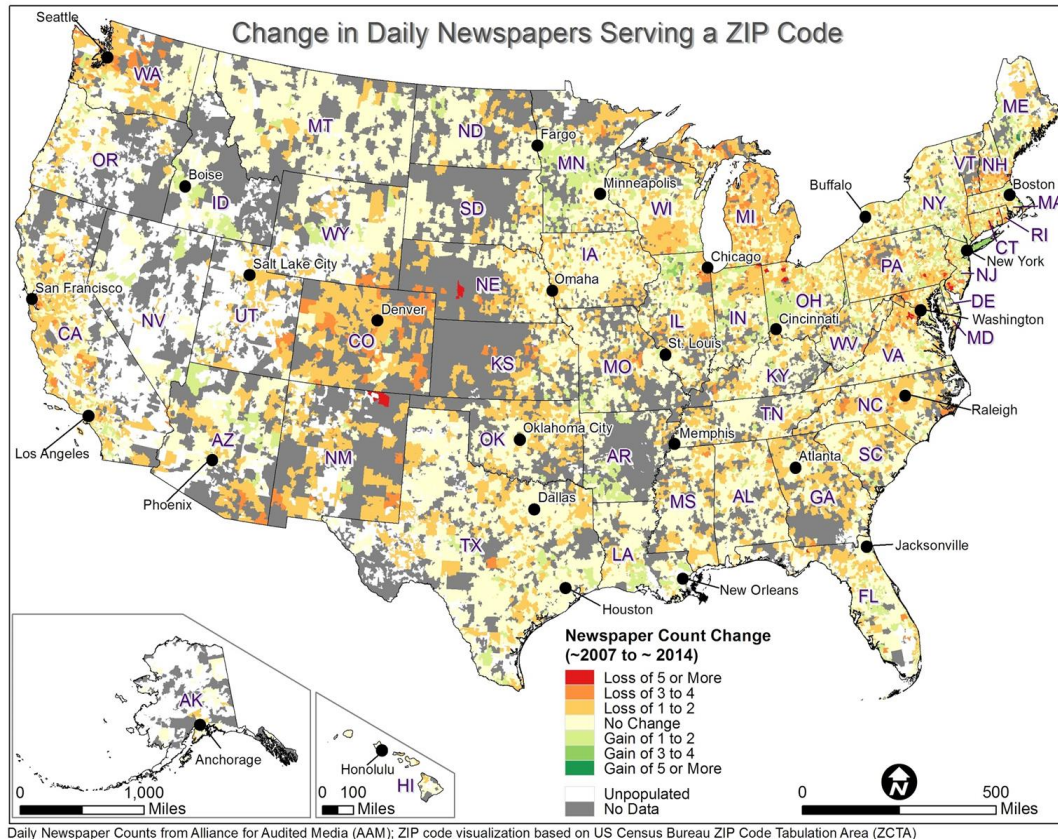
2,828+



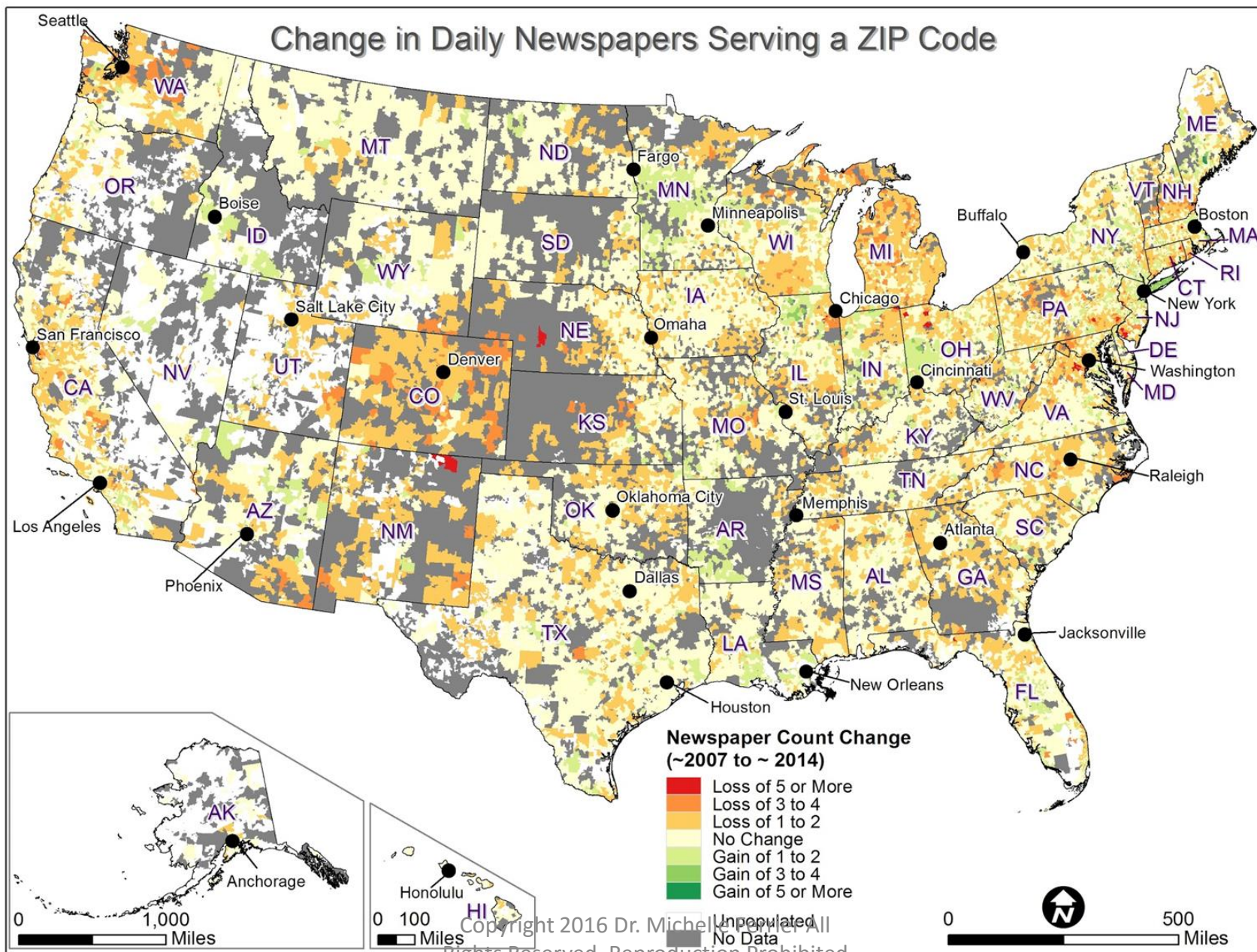
120+
newspapers

**More than 120 newspapers have
ceased operation in the United
States since 2008.**

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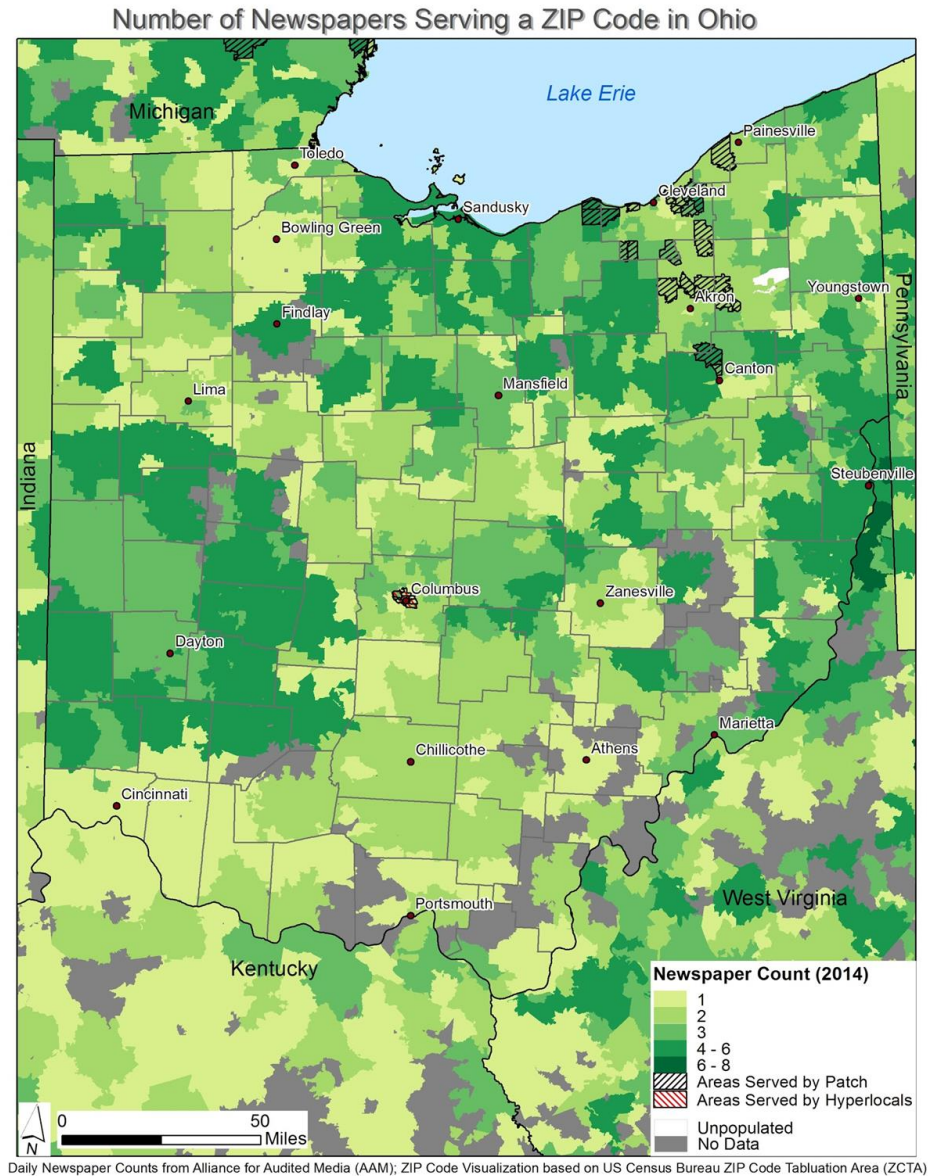


- Using GIS tools, we map “media deserts” -- **places where fresh news and information is lacking.**
- Modeled after the USDA Food Access Locator Map



Daily Newspaper Counts from Alliance for Audited Media (AAM); ZIP code visualization based on US Census Bureau ZIP Code Tabulation Area (ZCTA)

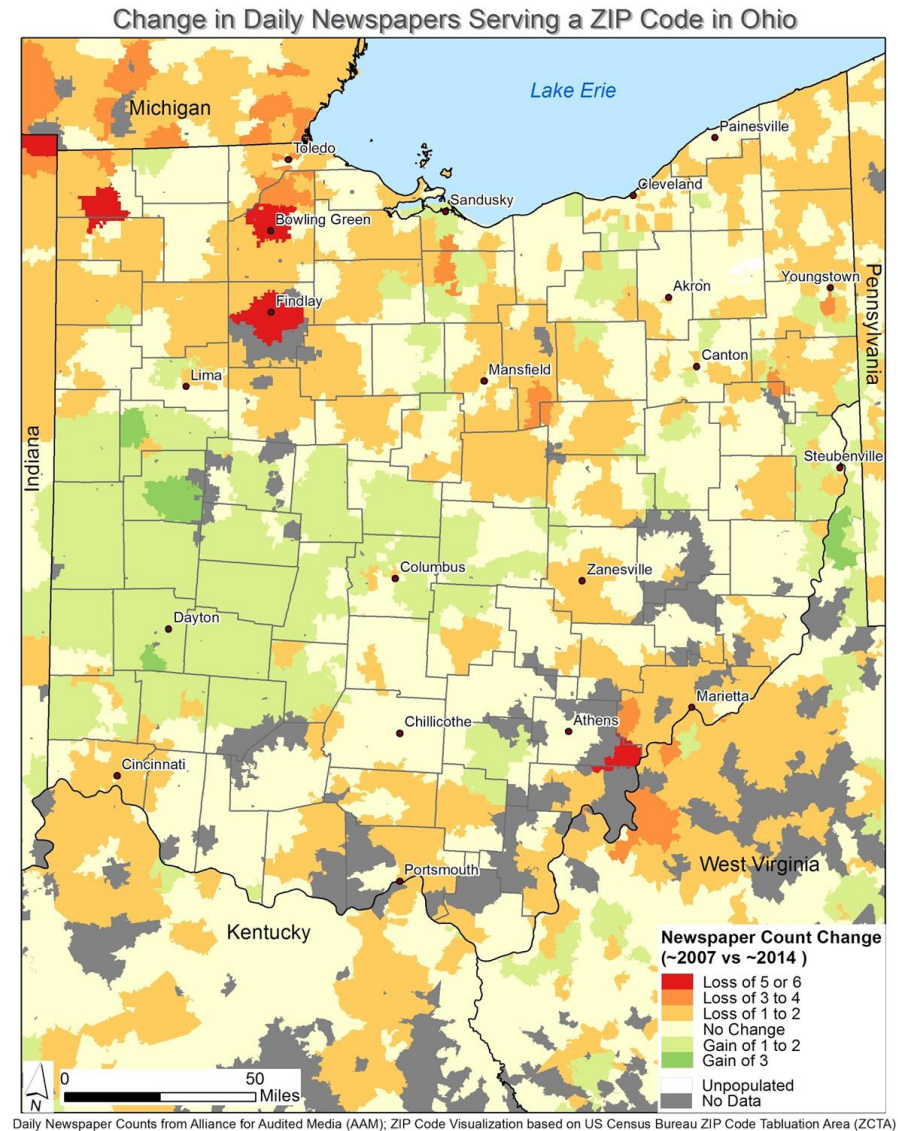
State Maps: Ohio



Daily Newspaper Counts from Alliance for Audited Media (AAM); ZIP Code Visualization based on US Census Bureau ZIP Code Tabulation Area (ZCTA)

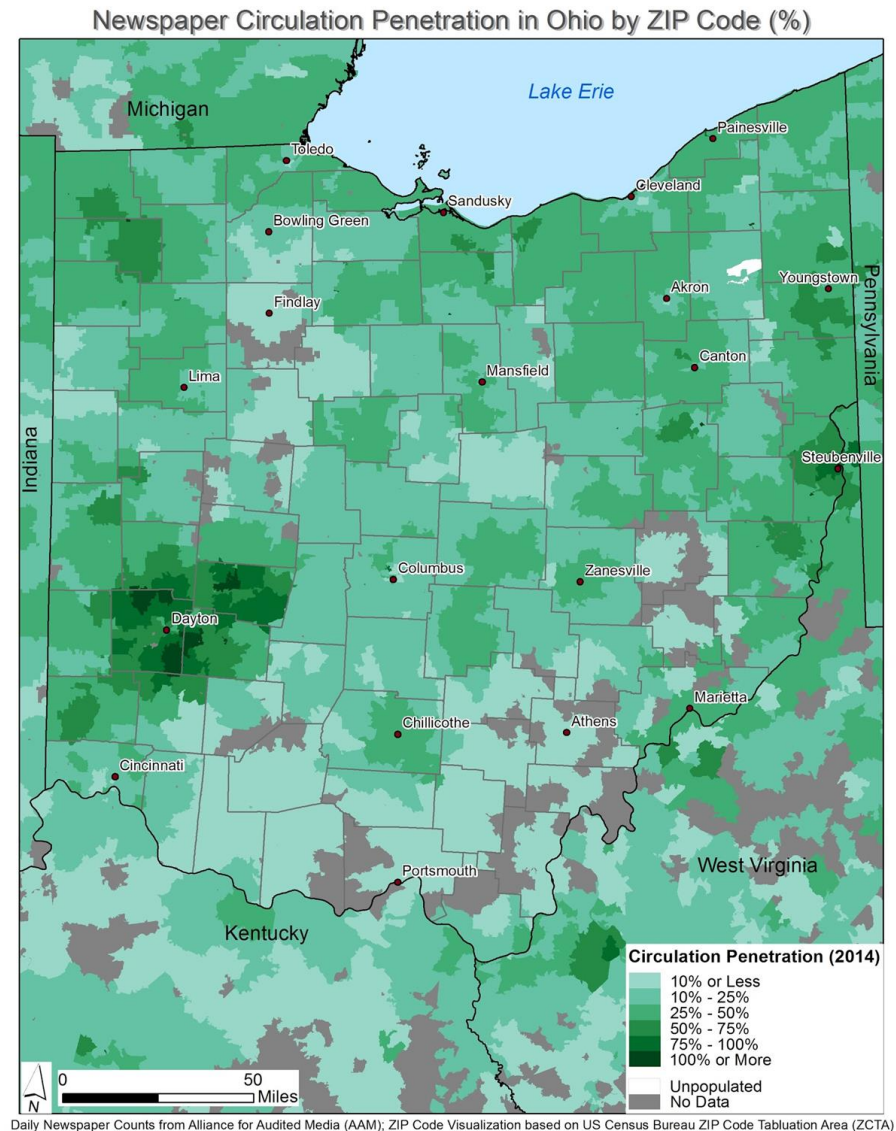
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State Maps: Ohio



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Awareness

- Audit of Community Information Sources
- Visualization of Current Information Sources
- Content Analysis of Existing Sources
- Assessing Community Characteristics for Sustainable Media Enterprises

Action

- Community Engagement through Focused Gatherings
- Engaging Key Stakeholders in Developing Sustainable Media Enterprises
- Developing Face-to-Face and Virtual Public Spaces for Engagement/Community Conversations



Community Engagement Principles

- Nothing about us without us
- Listening is our superpower
- Speak truth to empower



WE CONNECT
WITH & LISTEN
TO OUR COMMUNITY

WE'RE
BEING
HEARD

WHAT DO
YOU NEED?

ASK THEM...

WHAT DO
YOU WANT?

ACT
FROM THIS SPACE
OF SERVICE TO
COMMUNITY

CHALLENGE

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