Community Engagement: Designing Locally Grown News and Communication Systems

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# Newspaper Layoffs and Buyouts

<table>
<thead>
<tr>
<th>Year</th>
<th>Layoffs and Buyouts</th>
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</thead>
<tbody>
<tr>
<td>2007</td>
<td>2,256+ (partial data)</td>
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<tr>
<td>2008</td>
<td>15,992+</td>
</tr>
<tr>
<td>2009</td>
<td>14,783+</td>
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<tr>
<td>2010</td>
<td>2,828+</td>
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More than 120 newspapers have ceased operation in the United States since 2008.
The Media Deserts Project

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

Number of Newspapers Serving a ZIP Code in Ohio

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State Maps: Ohio

Change in Daily Newspapers Serving a ZIP Code in Ohio

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Newspaper Circulation Penetration in Ohio by ZIP Code (%)

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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
**COMMUNITIES**
Strengthen capacity for stewarding community well being
- Develop storytellers
- Involve youth
- Collaborate with artists

**ENGAGEMENT**
Connect communities and journalism
- Just do it

**JOURNALISM**
Strengthen engagement capacity
- Create structures for doing engaged journalism

Support the community of practice by increasing the size and intersection
Empower journalism education

*Nothing about us without us • Listening is our superpower • Speak truth to empower*
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.