

Local News Activity - African American History Classes

Step 1 – Read this article

Article # 1

<https://digitalcontentnext.org/blog/2024/07/10/how-hyper-local-news-can-win-back-young-audiences/>

How hyper-local news can win back young audiences

Rebuilding a connection with young audiences and the news demands a fresh approach – one that bridges the gap and fosters genuine connection

July 10, 2024 | By Richard E. Brown, Media Revenue Consultant |  @richardebrown17 | Connect on  **LinkedIn**

Based on the article, you and your partner will answer the following questions.

FYI – I will KNOW if you use google or ChatGPT to answer the questions and that will result in an F – so you might as well read the articles

Before you read the article – what do you think

“HYPER-LOCAL news” means

I think hyper-local news means news about my neighborhood or small community

1. Why do you think younger audiences are turning away from traditional news sources? (feel free to give your personal opinion as well)

Because they feel bored or think the news doesnt talk about things they care about

- 2. People usually watch or read things that give them what they want—like entertainment, info, or connection. How does this help explain why the way people get their news is changing?**

People want news that feels fun or close to their life so they go on social media watch short videos

- 3. If the news doesn't cover issues you care about—like climate change, healthcare, or social justice—how does that make you feel? Do you think it affects how much you want to get involved or how much you trust people in charge?**

it makes me feel like they don't care and yeah it makes me trust them less and not want to help

- 4. The article discusses the power of hyper-local storytelling.**

Think about something important happening in your community. How could it be more powerful if real people from your neighborhood told the story—using videos, photos, or social media? What would that look like?

If someone from Opa-Locka made a video about trash problems or youth programs it would feel real and I would want to listen

5. What does it mean when news gives you something you can actually do or act on? Why do you think that matters for young people like you? Can you think of a time when a news story made you—or someone you know—want to do something or speak up?

It means the news tells you how to help or join something and that helps us feel like we matter I saw a story about voting and it made my cousin want to register

Step 2 – Open this article and look at the tables, what stood out or surprised you about the 3 graphs?

Article # 2

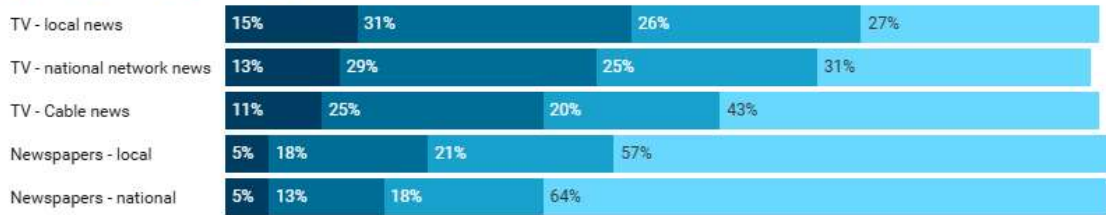
<https://localnewsinitiative.northwestern.edu/posts/2023/09/06/medill-teen-news-engagement-survey/>

Graph 1 –

Teen TV/newspaper consumption

How often survey respondents engage with local and national news in newspapers and on television

■ Daily ■ Weekly ■ Monthly ■ Never



National Opinion Research Center survey of 1,507 U.S. teens ages 13 to 17, from March 10 to April 26, 2023. Survey was a mixture of phone and web survey methods. Survey margin of error: +/- 6.43%. Because of rounding and the omission of missing responses, rows may not total to 100.

Source: Medill News Socialization Study 2023 • [Get the data](#) • Created with [Datawrapper](#)

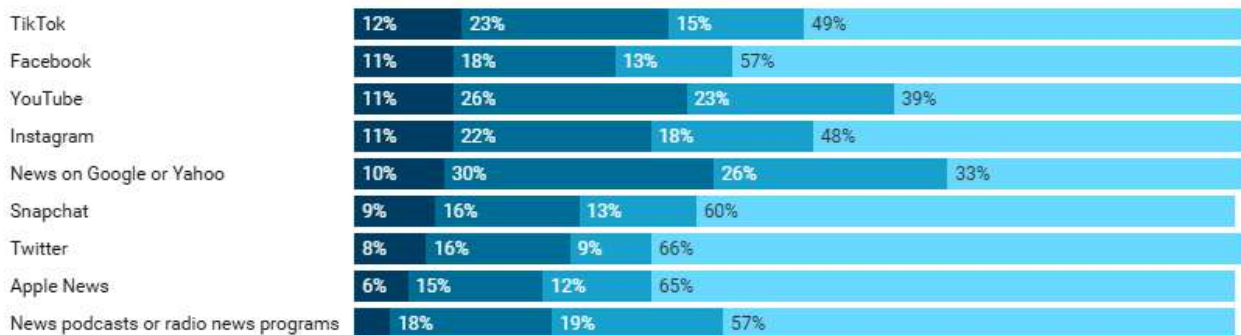
What stood out to me was the percentage of people who didn't watch or engage with the news.

Graph 2 –

Teen digital news consumption

How often survey respondents engage with news from online sources

■ Daily ■ Weekly ■ Monthly ■ Never



National Opinion Research Center survey of 1,507 U.S. teens ages 13 to 17, from March 10 to April 26, 2023. Survey was a mixture of phone and web survey methods. Survey margin of error: +/- 6.43%. Because of rounding and the omission of missing responses, rows may not total to 100.

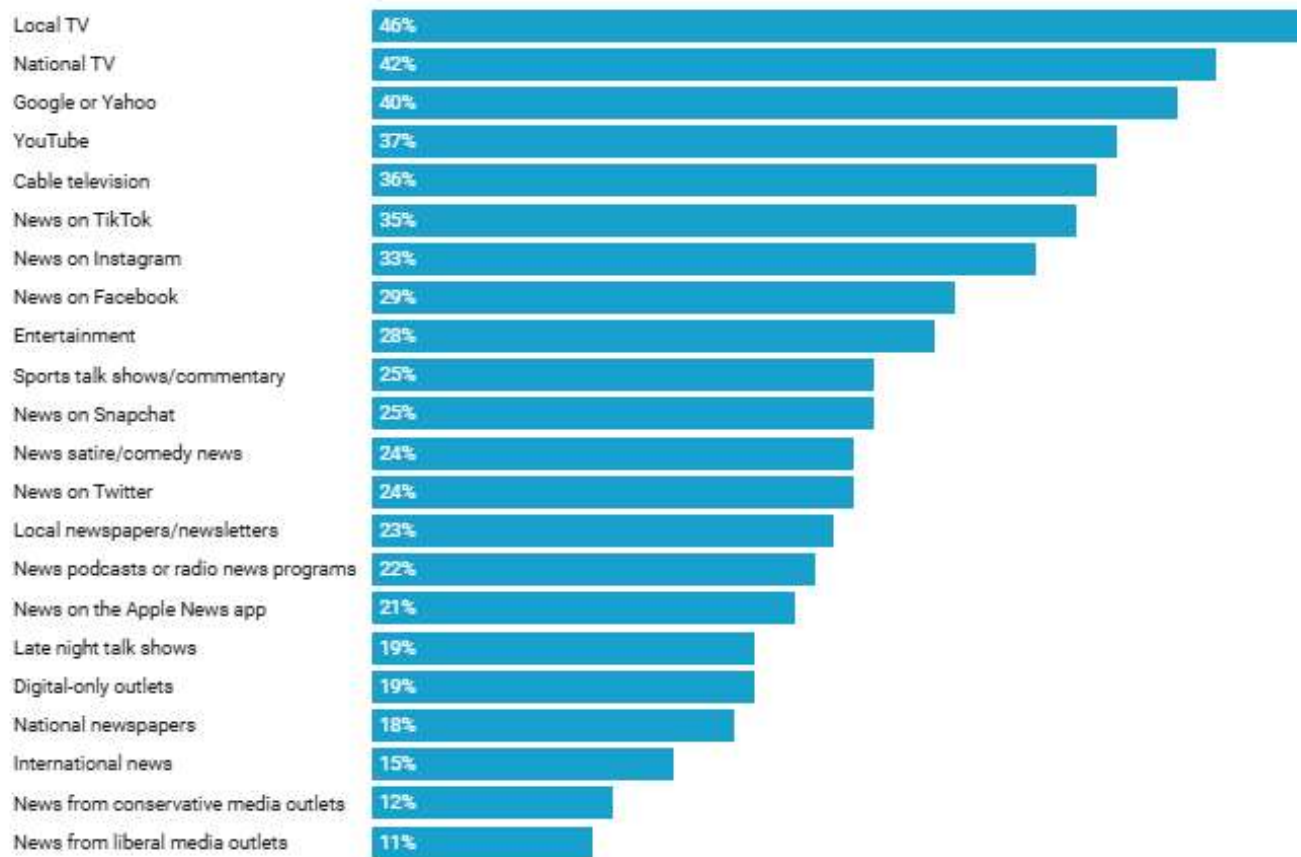
Source: Medill News Socialization Study 2023 • [Get the data](#) • Created with [Datawrapper](#)

What surprised me is that how many different networks that teens consume the news, that are not television or the newspaper.

Graph 3 –

Teen weekly news sources ranked

Where survey respondents are getting their news at least weekly.



National Opinion Research Center survey of 1,507 U.S. teens ages 13 to 17, from March 10 to April 26, 2023. Survey was a mixture of phone and web survey methods. Survey margin of error: +/- 6.43% Figures are the percentage of respondents indicating that they get news from each source either "daily" or "weekly."

Source: Mar/13 Mon. Coincidentia. Date: 2023 - Get the data - Printed with Datawrapper

What stood out to me was the small percentage of people that still use the newspaper as their news source in 2025.

Step 3 – Open this database

<https://www.usnewsdeserts.com/>

Before accessing the database, what do you think a “News-Desert” is

A news desert is a place where there is no local newspaper or news about the community

Here is the answer

<https://library.usfca.edu/newsdeserts>

Do You Live in a News Desert? Who Owns Your Newspaper? Where Have Newspapers Disappeared? Is Digital Filling the Void? Where are the Ethnic Voices? Is Public Broadcasting an Answer?

DO YOU LIVE IN A NEWS DESERT?

Use this national map to begin your own analysis. Click on any of the six tabs above to see the different maps. To delve deeper, select a state in the drop-down menu below the map.

DO YOU LIVE IN A NEWS DESERT?

In the U.S. 200 counties do not have a local newspaper. Half of all counties - 1,540 - have only one newspaper, usually a weekly.

1. Do You Live in a News Desert?

What do you think would happen if no one reported on local issues in your town or city?

People would not know what is going on and bad things could happen without anyone stopping it.

How would it feel to not know what's happening in your school district or local government?

It would feel confusing and I would not feel part of the community

How could students like you help share important news in places that don't have local newspapers?

We could make videos or post on social media or write stories about our neighborhoods

2. Who Owns Your Newspaper?

If a big company owns lots of newspapers, how might that change the kind of stories they tell?

They might not talk about small local stuff and only care about making money

5. Where Are the Ethnic Voices?

Based on the graph in this section, what 3 states have the largest concentration of "ethnic voices" news outlets? What is the reason for this?

California New York and Texas because they have lots of people from different cultures and backgrounds.

Step 4 – There are 4 stories to choose from (I chose 4 that have African American Themes)

Choose ONE the story below that you find the MOST interesting, you will be working on a mini assignment for the next few classes, so be sure you pick the one that resonates most with you.

Which article did you choose ? (insert the title below)

Article 4 -

“I Just Don’t Want To Die’: Black Pregnant Women Are Turning to Midwives for Personalized Care—And a Better Chance at Survival” by Karen Kasmauski for the Virginia Center for Investigative Journalism

Why did this article resonate with you ?

It stood out because it's scary that Black women are dying more during birth and I think that's not fair

What is one thing that was shocking or stood out from the article that caught your attention ?

It shocked me that even in rich states like Virginia Black moms still die a lot when giving birth.

ARTICLE 1 -

“Uncovering Deaths in Pennsylvania Jails” by Joshua Vaughn and Brittany Hailer for ***Penn-Live Patriot News*** [data, text] (hs)

Each year an untold number of people die in jails across Pennsylvania. Their stories often go untold and their deaths uncounted. This project aims to give voice to those lives lost as a result of incarceration. Brittany Hailer and Joshua Vaughn are building a 2022 death-in-jail-custody website of who died in Pennsylvania. Those findings—stories that examine trends that emerge from counties regarding cause of death, race, or facility—will be published and free for anyone to use.

ARTICLE 2 -

“Do Wisconsin’s Black Voters Have an Equal Voice?” By Molly Beck and Eva Wen for ***Milwaukee Journal Sentinel*** [text, photo] (ms, hs)

This series examines the experience of Black voters in Wisconsin and, particularly, the state's largest city, Milwaukee. The two articles in the series examine how voter ID laws have led to confusion for many residents and outlines voters' attitudes towards the 2024 election.

ARTICLE 3 - "Illinois Made a Bold Promise To End Poverty. In Alexander County, It's Hard To Tell." by Julia Rendleman, Molly Parker, Lylee Gibbs, and Jamilah Lewis for Capitol News Illinois [photo, text] (hs)

In a series of stories told through personal narratives, journalists Molly Parker and Julia Rendleman—together with students at Southern Illinois University in partnership with Capitol News Illinois, look to identify solutions, questioning lawmakers and rural policy experts about the causes of poverty in Illinois' southernmost territory and potential paths forward.

Article 4 -

"'I Just Don't Want To Die': Black Pregnant Women Are Turning to Midwives for Personalized Care—And a Better Chance at Survival" by Karen Kasmauski for the Virginia Center for Investigative Journalism [text, photo] (hs)

Nationally, Black women are three times more likely than white women to die while giving birth. Maternal mortality rates, even in affluent states like Virginia, rival those in many developing countries. For this project photographer Karen Kasmauski documents the roles of Black midwives and doulas in Virginia who struggle to increase healthy births