

Global Studies – Local News Unit

Step 1 – Read this article

“How hyper-local news can win back young audiences - Digital Content Next”

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

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

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

How does the *Need for Gratification Theory* help us understand this shift in news consumption?

- 2. What are the consequences when news media fails to cover the issues that matter most to younger generations, such as climate change, healthcare, and social justice?**

How might this affect civic engagement and trust in institutions?

3. The article discusses the power of hyper-local storytelling.

Can you think of a local issue in your own community that would be more meaningful if it were reported on using authentic voices and multimedia formats? What would that look like?

4. What does it mean for news to be “actionable,” and why might this be especially important for younger audiences?

Can you think of an example of a news story that empowered you or someone you know to take action?

5. How can news organizations balance the need for factual reporting with the demand for engaging, relatable, and emotionally resonant content?

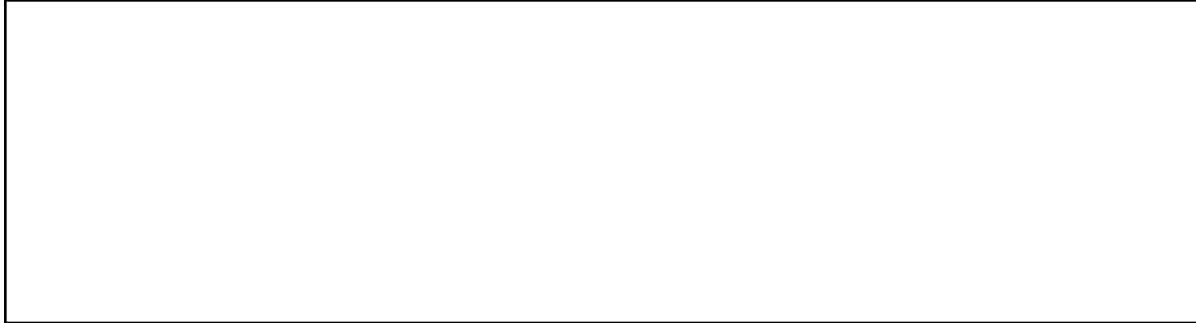
What are the risks and benefits of this approach?

Step 2 – Open the following article and look at the tables. What stands out or surprises you about the three graphs?

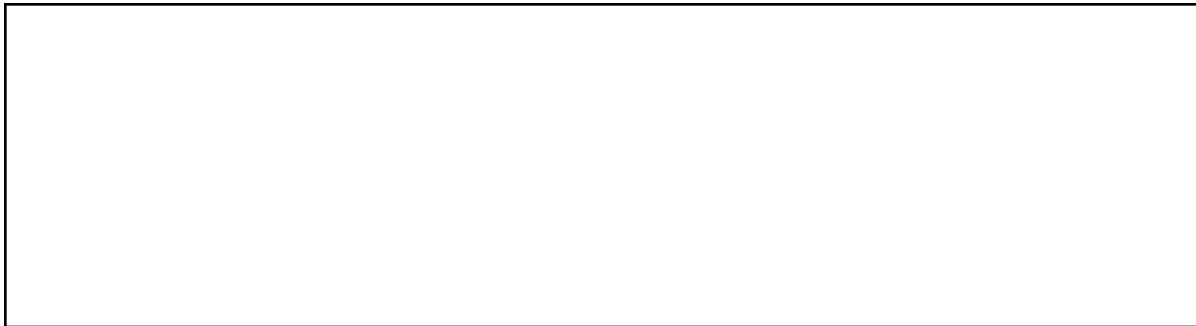
[Teens Tuning In | Local News Initiative](https://localnewsinitiative.northwestern.edu/posts/2023/09/06/medill-teen-news-engagement-survey/)

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Graph 1



Graph 2



Graph 3



Step 3 – Open this database

The Expanding News Deserts
(<https://www.usnewsdeserts.com/>)

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

Find the answer on this website: <https://library.usfca.edu/newsdeserts>

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?

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

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

2. Who Owns Your Newspaper?

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

3. Where Are the Ethnic Voices?

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

Step 4 – Choose one of the [articles from the list](#).
Choose one that you find interesting.

Which article did you choose?

Why did this article resonate with you ?

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