



Community Engagement & Engaged Journalism

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About SCI

The Sustainable Cities Initiative (SCI) is a cross-disciplinary organization at the University of Oregon that promotes education, service, public outreach, and research on the design and development of sustainable cities. We are redefining higher education for the public good and catalyzing community change toward sustainability. Our work addresses sustainability at multiple scales and emerges from the conviction that creating the sustainable city cannot happen within any single discipline. SCI is grounded in cross-disciplinary engagement as the key strategy for improving community sustainability. Our work connects student energy, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a year-long partnership between SCI and a partner in Oregon, in which students and faculty in courses from across the university collaborate with a public entity on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner agency through a variety of studio projects and service-learning courses to provide students with real world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP's primary value derives from collaborations resulting in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

SCI Directors and Staff

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Nico Larco, SCI Co-Director, and Associate Professor of Architecture, University of Oregon

Megan Banks, SCYP Manager, University of Oregon

About La Pine

La Pine is a small Central Oregon community located in Deschutes County. In the foothills of the Cascade Mountains, La Pine is surrounded by open meadows, lakes, and rivers. It has a long history dating back to French fur traders in the 1800s, but it was not until 2006 that the city formally incorporated. The seven square miles of La Pine represent the newest city in Oregon, and are home to a population of around 2,000 residents. According to the La Pine Chamber of Commerce, Deschutes County has experienced the most rapid growth of any county in Oregon over the last decade. La Pine itself is experiencing significant growth in both population and economics. Key industries contributing to this growth include technology and biotech, recreational and outdoor gear manufacturing, brewing and data centers. As an emerging Oregon city, La Pine is in a unique position to develop and enact sustainable practices for its future.

La Pine is the first ever Small City Pilot for the University of Oregon Sustainable Cities Initiative's Sustainable City Year Program (SCYP). Through this partnership, multiple university courses in areas such as journalism, business, architecture, and more have provided tangible recommendations for the city of La Pine to incorporate into its future development plans. As a small city, La Pine balances day-to-day needs and long-range planning, making it an ideal location for the infusion of energy and new ideas.

The SCYP Small Cities Pilot is made possible in part by a grant from The Ford Family Foundation. These initiatives and outcomes from participation with SCYP will help develop ideas that are cost-effective to build and operate, provide safe and convenient access, and achieve sustainability goals while supporting La Pine's projected growth in population and employment.

Course Participants

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This report represents original student work and recommendations prepared by students in the University of Oregon’s Sustainable City Year Program the City of La Pine. Text and images contained in this report may not be used without permission from the University of Oregon.

Executive Summary

Nestled along U.S. Highway 97 in Central Oregon lies the city of La Pine. With a population of around 2,000, La Pine is a smaller city in Oregon. It is also one of the state's newest cities: La Pine was incorporated in 2006 as a part of Deschutes County. La Pine is an emerging city that is experiencing population and economic growth. Since 2000, the average income has jumped nearly 30 percent, from \$29,859 to \$38,308; though it is still lower than the state median of \$59,532. In juxtaposition to the city's relative youth, the population itself trends in the older direction. The average age of the La Pine population is 42.6 years old, compared to 39.2 years old for the state of Oregon.

For such a small city, La Pine residents have a number of choices when it comes to local media outlets, including a local paper (the Newberry Eagle), two radio stations (KNCP 107.3 and KLBR 88.1), and a local television channel (KTVZ Channel 21). Residents also have access to a wide variety of national and internet-based outlets, including CNN, NPR, Fox News, and others.

With hopes to better understand the community's information needs, the University of Oregon School of Journalism and Communication (SOJC) J463 Engaged Journalism class conducted an information needs assessment.

Our objectives were to find out what media is consumed in La Pine, and how it's consumed; which outlets are doing well with the community and why; and finally, how the media can better serve the needs of La Pine.

We began with a visit to La Pine, where we surveyed residents and introduced our project. Shortly thereafter, an online survey was made available to any residents interested in participating. Our final step was a second visit to La Pine, where we hosted a workshop in order to find out what media outlets can do to gain the trust of the people of La Pine. In total, we surveyed over 70 residents, both in person and via an online survey.

Introduction

From early January to March 2018, the Engaged Journalism class at the University of Oregon carried out an information ecosystem assessment with residents in La Pine, Oregon to gauge the current information needs of the community. The assessment included:

- Several community engagement events;
- Interviews with La Pine residents, representatives from local and regional media, and government officials.

Nearly 100 surveys were completed by residents both online and in-person. The surveys were modeled off a Playbook created by The Listening Post Collective, a local media engagement project from the international nonprofit organization Internews (See Appendix A). The Listening Post Collective Playbook served as a guideline for how the student journalists would listen to and engage with the La Pine community.

Our assessment indicates that the city's residents have clear and specific media consumption habits, as well as a thirst for more hyper-local information that addresses issues of concern to them and their community.

This assessment was also used as a term-long class assignment and the means to launch the first ever Engaged Journalism class at the University of Oregon. The Engaged Journalism class is one of four departments participating in the Sustainable City Year Program, and efforts to continue this project will extend into spring term.

Some Highlights

Based on our interviews, surveys and community engagement, we established the following highlights of La Pine residents and their engagement with news media.

1. There's trust in the local news

- a. Most people trusted local news outlets (65.8%), with the KTVZ being the most trusted (63.3%).
- b. Many survey responses indicated they do not trust national media due lack of transparency and accountability (20%).

2. Residents want access to more community information and breaking developments

- a. Survey respondents wanted to see more information on the Highway 97-Wickiup Junction overpass, employment and business opportunities, and housing information.

3. The community values information that relates to the youth

- a. Forty-one percent of survey participants wanted information about education and schools. Some residents want more development of youth activities.

4. What really happening in La Pine?

- a. Sixty-three percent said that when something happens in their community, they hear information from the "What's Really Happening in La Pine?" Facebook group (WRH in La Pine FB).
- b. There may be a lack of access to information, prompting the start of this Facebook group.



Figure 1: Megan Banks (SCYP Manager) and student Kelsie Evans interview La Pine residents to collect data about the information ecosystem of La Pine.



Figure 2: La Pine residents participate in a trust workshop and also fill out the information needs survey, which are collected once completed and the responses are recorded.

Background and Media Landscape

Ages

The demographic trend in survey participants is toward an older population. We have found that the residents of La Pine who are over 55 make up the majority of the age percentage. Out of the total respondents, 63 percent were 50 or older. The age demographic of the survey participants reflects the average age of the La Pine population, which highlights the amount of visibility given to that age group.

Occupations

In terms of occupation, 24 responses answered retired. Almost a third of the survey participants were retired, which emphasizes the high percentage of retirees in La Pine. The high number of retired residents reinforces the age distribution within La Pine. However, since 2000 La Pine has seen a 133 percent population increase, which has help balance the age distribution.

Media Landscape

The two most frequently cited local media sources in survey responses were KTVZ, with 50 respondents and The Newberry Eagle, with 29 respondents. The next highest was Wise Buys with 14. However, over 60 percent of respondents reported that when something happens in their community it is not local media they turn to first, but instead a Facebook group titled “What’s Really Happening in La Pine.” The group has over 4,000 members, which is more than double the population of La Pine.

KTVZ or News Channel 21

KTVZ is located in Bend, Oregon and heralds itself “Central Oregon’s News Leader.” The media source is composed of a 17-person news team and produces both television broadcasts and written articles available online. KTVZ reports primarily on Bend and other larger cities in Central Oregon, but also reports on key news and events in La Pine.

The Newberry Eagle

Produced and located in La Pine. In addition to a three-person team of volunteer staff writers, one social media personnel, and a general manager and editor, the monthly publication features contributions and submissions from community members. Each monthly issue is available in both print and digital versions. Each issue is 24 pages long with seven pages of civic news. Various other sections include veterans, fishing, business, food, adventures, house and home, and a monthly event calendar. The paper is 33% advertising; the past three issues averaged approximately eight pages of advertisements. Issues are archived back to January of 2016.

Information Ecosystem Findings

An information ecosystem is an in-depth analysis of the information systems within a community to address the dispersal and abundance of viable information, the relationship between the information systems, and how the information systems influence the community. Overall, researching the information ecosystem helps provide a snapshot of how information moves through a community. It can identify what the trusted sources are, who the major influencers are, what issues are most important to residents, and how to expand the news conversation to a diverse audience. An information ecosystem assessment will examine the connectedness of a community to sources of information, professional media or otherwise, and relational trust between the community and those sources of information.

To begin to understand the information ecosystem of La Pine, students collected data from local residents by circulating digital surveys and interviewing residents in person; over 70 responses were collected. The class modeled their assessment after Internews' North Omaha Information Ecosystem Assessment (See Appendix B). The Omaha Assessment strived to identify the most important issues to the community and gauge how connected the local people felt to information systems.

Using Internews' North Omaha Information Ecosystem Assessment as an example, the students attempted to understand which issues were of high importance to community members, evaluate the current media landscape and information flow in the city, and assess trust between the community and media producers. Survey questions asked residents to identify community information sources and trusted news sources (See Appendix C).

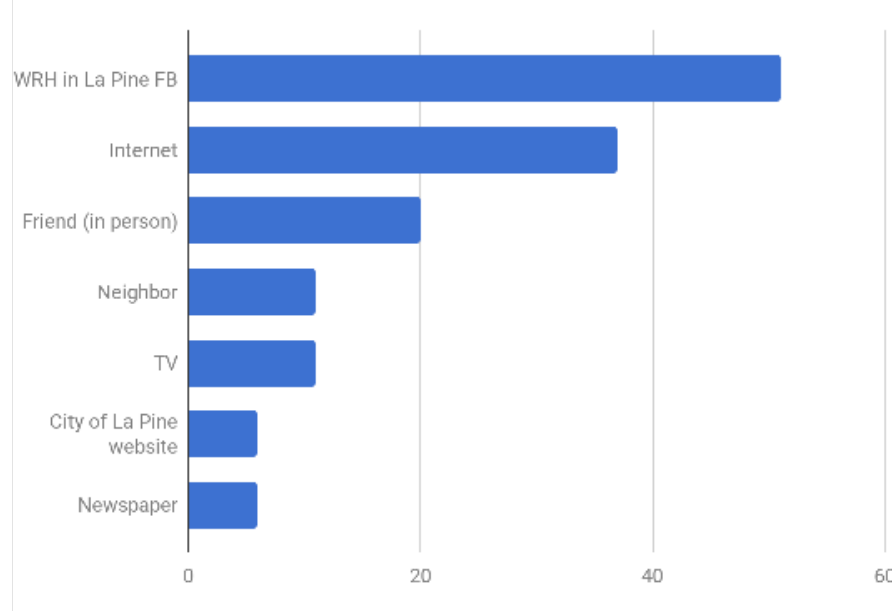


Figure 3: When something happens in your community, where do you hear about it first?

Main Sources of Information

La Pine residents rely on several main sources of information, with Facebook being the most popular, followed by The Newberry Eagle and Fox News (See Figure 3). The following provides details of these information sources and how they are used.

Facebook–What’s Really Happening in La Pine

‘What’s Really Happening in La Pine’ is a closed Facebook group for the people living in the La Pine area to network, encourage local involvement, and strengthen the community. Although the population of La Pine is just under 2,000 people, there are over 4,000 members in the group, with three volunteer administrators who moderate the page to ensure that content does not violate community rules.

Common posts include recommendations for services such as best cell phone company to use, recommendations for attorneys, clubs to join, etc. It is also common to see posts about general information that seems to be lacking in news coverage. One example is an incident on February 28 at La Pine High School when it was rumored that a student threatened to harm others. While answers were still not given, the Facebook page gave the community a space to discuss information heard around the school community.

As with many social media pages, one drawback is that information may not always come from credible sources, and due to the nature of the page, it can be difficult to distinguish facts from rumors. When asked, “When something happens in your community, where do you hear about it first?” community members overwhelmingly indicated on our survey that they receive that information from the ‘What’s Really Happening in La Pine Facebook group’ (51 respondents – 63.7 %).

The La Pine community Facebook page has guidelines about what types of content are allowed to be shared. The following guidelines have been taken from the ‘What’s Really Happening in La Pine’ Facebook page.

Acceptable content to post includes:

- Events
- Missing pets (1 post per pet, update when found)
- Missing Kids
- Local Fundraisers (groups)
- Feel Goods
- Local Construction
- Encouragement
- Upcoming Classes
- Cool local photos
- Local news
- Traffic Alerts
- Local Jobs
- General scanner/accident/emergency type stuff is okay, just no identifying people, vehicles, etc. without it first being released to the media.

Prohibited Content

The Facebook page also specifically limits users from posting certain types of content, which is explicitly listed in the page description. Prohibited content includes:

- Negativity (Including Foul Language/Swearing)
- Hate

- Rants of ANY kind - this is NOT an opinion column
- Threats
- Selling of ANY kind - including Garage Sales
- Business promoting of ANY kind
- Solicitation of minors (obtaining monetary assistance for a minor)
- Individual Fundraisers
- Politics - take it to town hall - meetings are posted at <http://www.ci.la-pine.or.us/calander>
- *NO posting rentals or jobs unless it's your property or business and you must be able to answer all questions in a timely manner*

In-Person

36 survey respondents indicated that they first hear about news in their community in person, either from friends or from their neighbors (a combined 45.1 %). The top three physical locations where community members say they come together and share information were church (30 respondents – 49.2 %), grocery stores (23 respondents – 32.9 %) and restaurants (24 respondents – 34.3 %).



Figure 4: From left to right, The Bend Bulletin, The Newbery Eagle and Wise Buys are all newspapers available for the La Pine community. Both The Eagle and Wise Buys are free, while The Bulletin is not.

Local News sources

KTVZ

KTVZ is a local news broadcasting station that serves Central Oregon, including Deschutes, Jefferson, and Crook counties. It serves as the main source of local broadcast news for the residents of La Pine. KTVZ is an NBC, Fox, CW, and Telemundo affiliate station. It is similar to other local broadcast stations in that it covers local hard news and occasionally does feature pieces.

Because the station covers all of Central Oregon, in-depth coverage of the La Pine community is not always available. Some La Pine community members have expressed that they think KTVZ only covers La Pine if it is negative. One response that reflected this sentiment stated, “KTVZ [doesn’t] highlight La Pine unless it’s to put us down.”

In our survey, 13.8% of respondents indicated that they first receive information about their community from TV in general, with further survey responses indicating that KTVZ is the primary source of trusted broadcast information for the La Pine community.

Newberry Eagle

The Newberry Eagle is a local monthly periodical that serves the city of La Pine and the surrounding area. It focuses on community reporting and feature stories. The Newberry Eagle has downloadable online versions of their newspaper. The Eagle is available for free around the city of La Pine and it subsists primarily on ad revenue. Only 7.5% of our respondents indicated that they primarily receive their community information from newspapers; however, a 36.7 percent of respondents indicated that they trust The Newberry.

Wise Buys

Wise Buys is a weekly advertising publication that provides community classified ads. Wise Buys has an online website and a digital archive that goes back almost a decade, but the publication is primarily distributed as a free physical paper. There is no reporting that is published in the paper, but community members and groups use the publication to advertise fundraisers, meetings, and other events that are relevant to the community.

Bend Bulletin

The Bend Bulletin is a local daily periodical that serves Bend and the surrounding communities. It has been in publication since 1903, and limited access is available for free online and in print, and in full for a subscription fee. The paper has a circulation of 26,986 readers for its weekday editions. The Bulletin is a well-established and reputable news source; however, with its focus on the Bend community, residents of La Pine expressed The Bulletin lacked detailed reporting for their community.

KNCP 107.3

KNCP 107.3 is a local FM radio station that serves the La Pine community. The station hosts 14 individual shows throughout the week, with all shows being hosted by local community DJs. One show, the La Pine Chamber Connection, provides news and programming from the La Pine Chamber of Commerce specifically. The KNCP website has a curated news section that provides links to outside reporting on topics such as world news, food, health, entertainment, sports and driving conditions. Very few of our survey respondents indicated that they used radio as a primary source of information (only 1.3%).

National News Sources

Fox News

Fox News is an international news provider. Fox has national and international broadcast television reporting and digitally published written reporting. The station is owned and operated by the Fox Broadcasting Company, which controls 17 stations and has affiliation agreements with 177 other local stations. Fox was the most watched cable television network in the country in 2017, reaching 1,501,000 viewers. Fox News is widely known be right-leaning. Fox News was the station of choice to be on air for customers in establishments such as businesses, restaurants, and laundromats.

NPR

National Public Radio (NPR) is a not-for-profit publicly owned radio station and online news source. The parent station NPR has regional and local affiliate stations across the country. For the city of La Pine, the public radio stations are Oregon Public Broadcasting (OPB) and KLCC,

which broadcasts in Bend on KLBR 88.1 FM. The national NPR station provides national and international reporting and coverage, while the regional and local stations provide more community targeted programming. Members of the La Pine community indicated that they appreciate the first-hand reporting that happens through NPR and its affiliates. One respondent shared, “NPR interviews people. Other news shows have discussion with lawmakers or their peers, but NPR focuses on actual citizens and how things are affecting them.”

CNN

CNN is an international news provider, with both nationally and internationally broadcast television reporting and digitally published written reporting. The station is owned and operated by Turner Broadcasting System and reached an audience of 1,055,000 views in 2017. Contrary to Fox, CNN’s news coverage is generally viewed as left-leaning.

Trust

Local News Outlets

Residents of La Pine were asked the question, “Which LOCAL news outlets do you TRUST the most?” Out of all 81 responses, we found the most trusted local news outlet in La Pine is KTVZ (Figure 5). The second most trusted local news outlet was the Newberry Eagle. The city of La Pine has a lot of trust in local media, and respondents attributed their trust in local news to two factors. First, respondents emphasized the locality and availability of KTVZ and The Eagle as a means for trust. Responses ranged from, “This is what I have access to,” to “Truly local.”

The second aspect respondents focused on was how accurate and unbiased these local news outlets were. One respondent said, “They listen and aren’t too biased.” Another said, “As far as local news goes, KTVZ seems to be less biased than say, the Bulletin,”

After KTVZ and The Newberry Eagle, the top four local news outlets residents of La Pine trust are: Wise Buys (15 respondents), the Bend Bulletin (9 respondents), KNCP 107.3 FM (5 respondents) and OPB (5 respondents).

Local News Outlets Residents of La Pine Trust

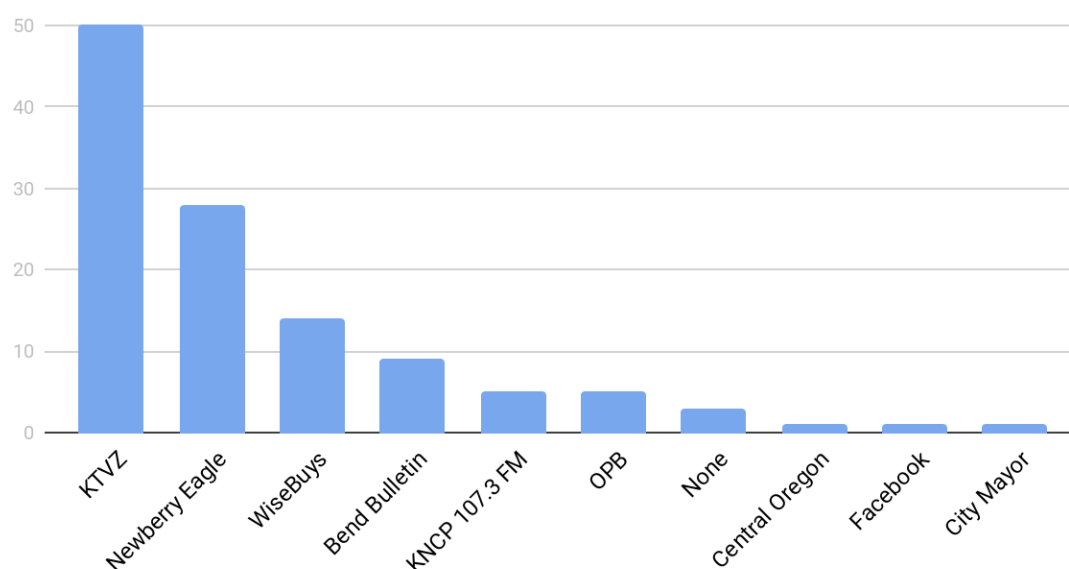


Figure 5: Results from survey question “Which LOCAL news outlets do you TRUST most?”

National News Outlets

On the other hand, there is a lack of trust in national news media outlets. Residents of La Pine were asked the question, “Which NATIONAL news outlets do you TRUST the most?” Fifteen respondents stated they didn’t have any trust in national news outlets. The main factor residents cited for the lack of trust is that national news outlets have biased journalists who have their own agenda. As one response said, “Media is no longer neutral and is run by interest groups who slant the news their way.” Another emphasized the difficulty distinguishing between fact and opinions, “There’s so much lying how can you know when the truth is being said?”

We did find that the most trusted national news outlet in La Pine is Fox News (Figure 6). Some factors that respondents said contribute to their trust in Fox are that they feel Fox provides “evidence rich content” and that the information they provide aligns with their political views. Responses of this nature include: “Most likely to tell the facts without too much spinning,”; “I can relate to its views,”; “Conservative news,”; “No fake news,”; and, “Seems like they cover stories more in depth.” Other than Fox News, these are the top eight national news outlets residents of La Pine trust: NPR (9 respondents), CNN (7 respondents), MSNBC (6 respondents), the Washington Post (5 respondents), the New York Times (4 respondents) and the Wall Street Journal (4 respondents).

National News Outlets Residents of La Pine Trust

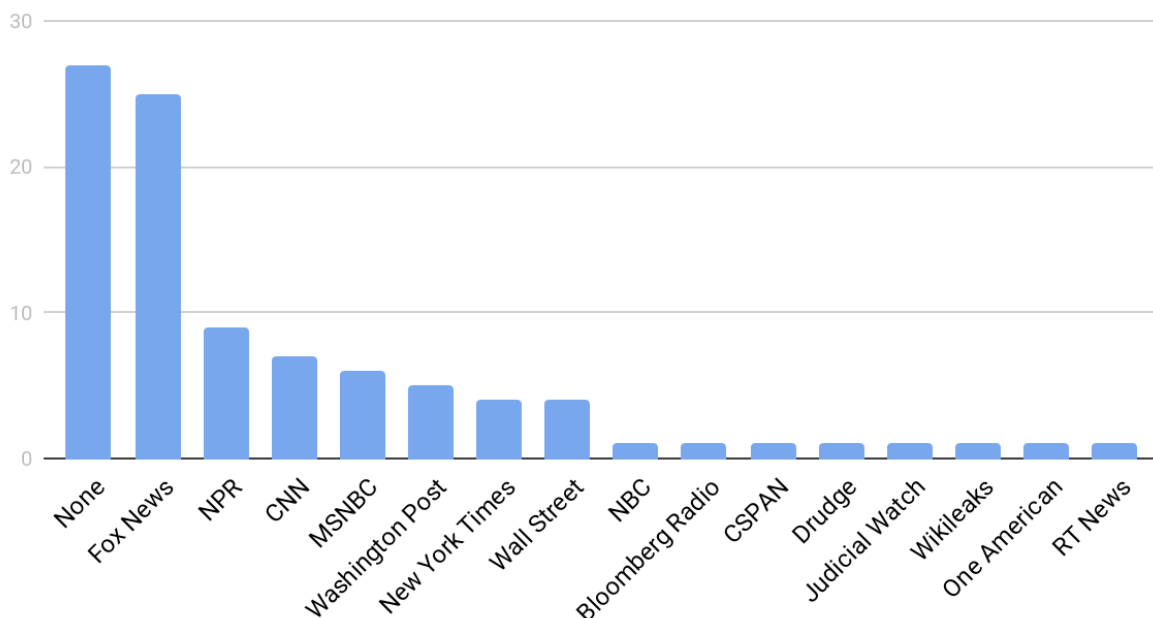


Figure 6: Which NATIONAL news outlets do you TRUST most?

Key Findings

La Pine is one of the newest cities in Central Oregon. La Pine was incorporated in 2006, and the city has focused on community development and engaging its residents ever since. The information needs of La Pine reflect a community that values local news coverage and expanding issues for news coverage.

Local news is paramount. Access to local news and news on local development was the most important type of information to La Pine residents (71%). They prioritize issues of housing and business, and employment growth, so breaking news on local development is important. La Pine residents also want to see more information about local issues offered in media. The most frequent suggestions were to cover the development of Highway 97, employment and

business opportunities, housing issues, and plans for the Wickiup area. One response said, “When business property is purchased, I’m not always sure what will be happening.” And another said, “The ODOT-Wickiup Junction Overpass work was halted. It was months before information was published to explain why.” With La Pine being a new city, information about these topics is essential to the community’s trust in city expansion and development.



Figure 7: Many of the responses mentioned the lack of information about the Wickiup area and what is going to be done with it. There was concern about the development of this area.

Local news outlets are the most trusted. The residents of La Pine have more trust in local news outlets than in national. La Pine residents indicate that locally focused news and the lack of political polarization in local media production earns their trust. Most of the surveyed participants said they do not have trust in national media, and blame the national media’s tendency to be biased, inaccurate, and political. “They have their own agenda they push. If you watch all of them they twist the small details to their own needs,” said one survey participant. The most trusted local news outlets are KTVZ (63.3%) and the Newberry Eagle (36.7%). When asked about what made those news outlets trustworthy, the overwhelming response was because they are local. The community of La Pine values news about their community and feels that KTVZ and The Newberry Eagle represent and prioritize the local community. As one La Pine participant said in their survey response, “Local people delivering local news.”

1. Coverage of youth issues is important. The residents of La Pine also want more coverage on development for their youth. The second most important type of news to surveyed participants was education and schools (41%). The La Pine population has an average age of 42 years old and is known for being a retirement community, so La Pine residents would like to see more available options for youth engagement and representation. A 15-year-old survey participant touched on the lack of options for youth: “Kids and teens do not really have a real place to hang out.” Many surveyed participants explained that they blame the crime and drug use among the youth in La Pine on a lack of opportunity for them. One surveyed participant said, “Giving our youth quality things/ activities to do to help keep them out of trouble.” Information about and for the youth are central to expanding the La Pine audience and balancing the representation in media.

Sixty-three percent of the total respondents were 50 or older, which highlights the lack of representation for the youth.

2. **The “What’s Really Happening in La Pine” Facebook page is main source of information.** The dominant platform used among the surveyed participants to gather information was Facebook. Individuals 50 years and older are nationally one of the fastest growing user demographics for Facebook, and the data set reflects that in La Pine as well. When asked about other social media platforms used for information, the only person to use Snapchat, a platform dominated by users between the ages of 12 and 24, was 16. Sharing information only on Facebook risks isolating a part of the La Pine community that is already underrepresented. Information is shared on the “What’s Really happening in La Pine” Facebook page. With Facebook being the most commonly used social media platform in La Pine, and the “What’s Really happening in La Pine” Facebook group being as popular as it is, this information hub has been acting as an informal news source for La Pine residents. Our assumption is that this informal news hub came about because La Pine community members were struggling to find the information they were most interested in. Without an alternative information source, La Pine residents took it upon themselves to create/find their own community news source.
3. **Residents like to gather at civic locations.** The most popular community gathering locations include city-sponsored buildings and food centers (68% of total responses). These public spaces allow the community members to connect with one another and share information about local issues. The community can discuss the issues relevant to their experience and learn from fellow community members.

Recommendations

After spending time within the La Pine community and reviewing our collection of survey data, our team agrees that the information ecosystem of the La Pine community has potential for growth. It is important to emphasize that the overall civic health of any city is directly tied to the community’s access and trust in local information. However, beyond access and trust, we believe it is important that the community, government, and local journalists maintain community conversations and collaboration with one another. In order to address some of the issues and ideas voiced by the La Pine community, such as access to more information on the local community, we suggest that information producers and consumers continue to interact. With this mind, we have come up with a few recommendations for the community that can bolster the information health of La Pine.

Recommendations for the local government

Leverage community information networks

In order to better understand and serve the community members of La Pine, we would recommend that city officials utilize the information channels that are most commonly accessed by residents. For instance, based on our finding about the popularity of the “What’s Really Happening in La Pine” Facebook group, it would be beneficial to have a city official dedicated to monitoring the page.

There are several reasons why this approach could be worthwhile:

- Respectfully meeting and engaging with community members in their own spaces can help to build positive relationships between the community and their local government.
- Having someone provide official opinions and answers for questions and concerns voiced by community members can help to reduce the spread of unfounded information and rumors, especially on the Facebook page.

- Due to the high volume of Facebook followers, more people will see information that is posted on the group page in comparison to information that is posted on the official city of La Pine website.
- Over time, monitoring community information sources will reveal community trends and topics that can be utilized by the city for projects and city development ideas. These benefits in general hold true for leveraging any community information network.

Recommendations for local news outlets

Build relationships with community members

If La Pine is to have a healthy information ecosystem, local news outlets should strive to build stronger relationships with the people they cover. The people of La Pine want more access to breaking news, stories that reflect their interests, and news that welcomes a two-way conversation. To achieve this, crowdsourcing story ideas, inviting community members along for the reporting process and hosting community discussions are possible methods. Potential tools for implementing these ideas include Hearken and GroundSource. Hearken is a platform that offers consulting services to newsrooms about how to listen to the public as a story unfolds. Hearken's model is called public-powered journalism and generates high performance journalism through deep community engagement. GroundSource is another platform that focuses on community engagement, but through mobile communication. GroundSource understands that audiences prefer to communicate on their mobile devices, so they have developed a method for building and maintaining relational mobile interaction.

Examples of projects that succeeded in using the previously mentioned engagement techniques include The 32 Percent Project and Hey Area. Both examples use engagement techniques to successfully generate community conversations and involvement. The majority of respondents indicated that they were interested in collaborating with local media, so if a local news publisher, such as KTVZ, incorporated these ideas into their reporting process, the overall information health of La Pine could significantly improve as well as the relationship between the community and local media outlets.

Recommendations for La Pine community members

Create opportunities for youth experience

Content and opportunities for youth in La Pine were stressed in the survey responses. We recommend that La Pine encourage their youth to remain active in the community by organizing a radio station, newspaper, or a blog that is run by the students of La Pine High School. We believe providing the La Pine youth more internship opportunities with local businesses could encourage youth involvement and participation. Internships would allow students to work alongside professionals to gain experience that could help them build their careers in La Pine. For example, The Newberry Eagle could offer internships to students who have an interest in journalism. The students would get hands-on experience and be a part of the reporting process, which benefits a newsroom's credibility and increases audience trust.



Figure 8: This is Rylee Butterfield, one of the few youth participants in our survey and the only one to come to our workshop.

Methodology

With the localized social ecosystem of La Pine it was critical to understand how people received and shared their news and information. It was also critical in this study to find out who La Pine residents trusted as a resource of community and national news, and why they did or did not hold trust in them.

The information ecosystem of La Pine is dominated by the “What’s Really Happening in La Pine” Facebook page. In addition to this community page, people also searched the internet for their news or relied on neighbors, friends, and relatives. Our goal was to also find out where people gathered to share local needs and discuss local matters.

We made two visits to La Pine to assess the residents’ needs. After the first visit, we were able to codify the process by analyzing the initial assessment from the first round of surveys. The initial survey was refined in order to directly address some of the concerns mentioned in first set of survey responses (Appendix D). The second visit gave the class an opportunity to distribute the refined survey and gather a clearer picture of La Pine’s information needs with a larger sampling of data to pull from. On the second visit, the class dispersed fliers that included a QR code, a scannable barcode that can direct you to a browser, so La Pine residents could easily access the survey link (Appendix E).

- Created a survey to analyze the information practices of La Pine community members.
- Hosted two community engagement events in La Pine. The first event was a discovery needs assessment. We gathered data about how the La Pine community was accessing, sharing, and interpreting information and news. The second event utilized the knowledge gained from the first visit by recognizing and addressing specific information concerns within the community, such as trust.
- Interviewed and surveyed community members, leaders, and organizers. During the first visit, the class broke into teams to survey the La Pine community. The teams surveyed the community at key public locations, such as the Post Office and laundromat, in order to maximize outreach. With the second trip, we expanded on this method and visited key locations that were previously missed.

Two students organized the data from the initial survey into codes, which categorized answers with similar signifiers and recorded their relative frequencies. We were able to codify the process after analyzing the first assessment and refined the initial survey accordingly.

- We published and digitally sent out the refined survey to La Pine community members. This engaged the community at large and allowed a larger pool of people to engage with the project.
- Developed an information needs assessment report for the city of La Pine based on the synthesized data from the surveys and interviews.
- Verbally delivered the report to Cory Misley, La Pine City Manager, in March 2018.

Notes on limitations

All assumptions listed within this information assessment are based on our personal observations on the local community, which come from several visits to the community, as well as two community engagement meetings and a collection of 81 informational surveys submitted by residents of La Pine.

It should also be mentioned that the vast majority of our surveys came from residents who found the survey online through Facebook. As a result, this may have affected some of survey totals where Facebook was listed as a possible response.

Our listed percentages and conclusions do not speak for the entirety of La Pine but represent the main demographic of the city. Minority groups such as the youth population are not thoroughly represented within our collected data.

Percentages have been calculated after coding the survey responses into specific verbiage (Appendix F). For example, the category “breaking news” refers to respondents who cited a desire for more access to information and news on community development as a whole. Codifying the data allowed the class to recognize themes within the data sets and have more representational analysis.

Conclusion

In conclusion, the Engaged Journalism project for La Pine was successful in engaging residents through conversation and community events. The La Pine community was very willing to share their information experiences with the students and participate in community events. From this, the class was able to gather a lot of data about information practices within the community. Rather than accumulating external information about La Pine, the class looked to the La Pine community for answers. The students considered the community members to be information consumers as well as information producers, which is why engaging with them was so important. Understanding the information practices of La Pine from the people themselves gave the class an opportunity to authentically expand on these practices and serve the local community. Over the course of the term, the class was able to recognize where information gaps were in La Pine’s information ecosystem and address them through focused surveys and a workshop. The class learned that La Pine is a locally focused community that prioritizes information about local news and development. With La Pine being such a young city, information about local news and development is crucial to the overall development of the city. People in La Pine were eager to engage with the students and participate in conversations about how to better La Pine’s information ecosystem.

The class was able to develop an information needs assessment report for the city of La Pine, which highlighted where there was trust and where information gaps were and provided suggested recommendations. The aim of the report was to synthesize all the data collected over the term and produce a report. The La Pine community is active and willing to continue the conversation about their information ecosystem. The recommendations the report provides

would help satisfy some of the information needs of residents, but it is up to La Pine city officials whether or not the recommendations would be appropriate and well-executed in La Pine. This report is the result of community collaboration, data analysis and university academia, with hopes to promote sustainability and livability in La Pine.



Figure 9: The engaged journalism class outside La Pine's Senior Center after the SCYP La Pine Kick-off.

Appendix C: Information Needs Assessment Survey (Version One)

Information Needs Assessment Survey

The La Pine Engaged Journalism Project seeks to establish a conversation with the citizens of La Pine, OR, where people contribute comments or thoughts on issues of importance in their neighborhood as well as receive news and information about local communities. The project is managed by the Agora Journalism Center, the gathering place for innovation in communication and civic engagement, at University of Oregon's School of Journalism & Communication.

Name (optional)

Neighborhood where you live/stay

Age

Relationship with neighborhood

When something happens in your community, where do you hear about it, first?

- ☐ Radio
- ☐ TV
- ☐ Newspaper
- ☐ Internet (specific) _____
- ☐ Neighbor (in person)
- ☐ Friend (in person)
- ☐ Church
- ☐ Library
- ☐ Community center / business

Friend / neighbor / other (on my phone):

- ☐ Text
- ☐ Snapchat
- ☐ Facebook Messenger
- ☐ WhatsApp
- ☐ Other
- ☐ Someone specific in the community
- ☐ Flyers / signs (specific where) _____
- ☐ Other (specific) _____

What local news outlets do you TRUST the most? Why?

What local news outlets do you USE the most? Why?

What are the different spaces in your community where people come together and share information and talk about life in the neighborhood?

What local issues do you wish you had more information about?

Have you ever been to a community meeting? Why/why not? What was the meeting about? When was the last attend a community meeting?

Tell me about a time when something happened in the community that was important to you, but you couldn't find good information to help explain it.

What would you envision for the Wikiup Junction area?

Out of the following, what type of information is most important to you (choose your top 3-5)?

<input type="checkbox"/> Information about new development in the area	<input type="checkbox"/> Who to go to if there's a problem in your neighborhood
<input type="checkbox"/> Health Issues	<input type="checkbox"/> Parole & Probation
<input type="checkbox"/> Education / Schools	<input type="checkbox"/> Policing and Public Safety Issues
<input type="checkbox"/> Jobs / training programs	<input type="checkbox"/> Transportation
<input type="checkbox"/> Re-entry from Prison	<input type="checkbox"/> Housing rights
<input type="checkbox"/> Courts and legal issues	<input type="checkbox"/> Trash services
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Other _____
<input type="checkbox"/> Housing Vacancy	<input type="checkbox"/> Nature? Environment?

If you hear something important, who do you share that news with?

<input type="checkbox"/> Friend	<input type="checkbox"/> Neighbor
<input type="checkbox"/> Family	<input type="checkbox"/> Other _____

If you hear something important, how would you share that type of news?

Do you ever have a strong opinion or idea that you want to be included in local media?

About what subjects?

Where do you wish it would be included?

Do you feel like there is anything you are able to do to make your voice heard in local media?
If so, what?

How often do you go online?

How do you normally access the internet?

<input type="checkbox"/> Cell Phone	<input type="checkbox"/> Smart Phone
<input type="checkbox"/> iPad or Tablet	<input type="checkbox"/> Laptop
<input type="checkbox"/> Desktop	<input type="checkbox"/> Library
<input type="checkbox"/> Other _____	<input type="checkbox"/> I don't

What websites do you use to get or share information?

What's the best way to keep in touch with you?

_____	_____
Cell Phone	Facebook
_____	_____
Email	Other

Appendix D: Information Needs Assessment Survey (Version Two)

Information Needs Assessment for La Pine, OR

The La Pine Engaged Journalism Project seeks to establish a conversation with the citizens of La Pine, OR., where people contribute comments or thoughts on issues of importance in their neighborhood as well as receive news and information about local communities. The project is managed by the Agora Journalism Center, the gathering place for innovation in communication and civic engagement, at University of Oregon's School of Journalism & Communication.

Name (optional)	Age	Occupation
Neighborhood where you live/stay		
<input type="checkbox"/> Bear St		<input type="checkbox"/> Roseland
<input type="checkbox"/> Cabin on the Deschutes		<input type="checkbox"/> Shaw Pine
<input type="checkbox"/> Cam De Oro		<input type="checkbox"/> Sprague Loop
<input type="checkbox"/> Crescent Creek		<input type="checkbox"/> Stearns Rd
<input type="checkbox"/> Forest View		<input type="checkbox"/> Tall Pines
<input type="checkbox"/> Huntington Meadows		<input type="checkbox"/> Wild River
<input type="checkbox"/> N Burgess/E Day		<input type="checkbox"/> William Foss Road
<input type="checkbox"/> Oregon Outback RFPD		Other: _____
<input type="checkbox"/> Ponderosa Pines		<input type="checkbox"/> _____
How long have you been a resident of La Pine?		
<input type="checkbox"/> Moved to La Pine less than five years ago	<input type="checkbox"/> Born and raised	
<input type="checkbox"/> Moved to La Pine more than five years ago	Other: _____	
Current home status		
<input type="checkbox"/> Owner	<input type="checkbox"/> Renter	
<input type="checkbox"/> Houseless	Other: _____	

Local News & Information

When something happens in your community, where do you hear about it, first?

<input type="checkbox"/> Newspaper	<input type="checkbox"/> Internet
<input type="checkbox"/> Radio	<input type="checkbox"/> Facebook
<input type="checkbox"/> TV	<input type="checkbox"/> Facebook Group
<input type="checkbox"/> Neighbor (<i>in person</i>)	<input type="checkbox"/> Church
<input type="checkbox"/> Friend (<i>in person</i>)	<input type="checkbox"/> Library
	<input type="checkbox"/> Community center / business
	<input type="checkbox"/> City website
	<input type="checkbox"/> Someone specific in the community
<i>If friend / neighbor (not in person):</i>	Who: _____
<input type="checkbox"/> Text	<input type="checkbox"/> Flyers / signs
<input type="checkbox"/> Snapchat	Where: _____
<input type="checkbox"/> Facebook Messenger	Other: _____
<input type="checkbox"/> WhatsApp	
<input type="checkbox"/> Other: _____	

Where else do you get your information?

Which LOCAL news outlets do you TRUST the most?

<input type="checkbox"/> Bend Bulletin	<input type="checkbox"/> Newberry Eagle
<input type="checkbox"/> KITC 106.5 FM	<input type="checkbox"/> OPB
<input type="checkbox"/> KNCP 107.3 FM	<input type="checkbox"/> WiseBuys
<input type="checkbox"/> KTVZ	<input type="checkbox"/> Other: _____

Why?

Which NATIONAL news outlets do you TRUST the most?

<input type="checkbox"/> Fox News	<input type="checkbox"/> The New York Times
<input type="checkbox"/> CNN	<input type="checkbox"/> The Washington Post
<input type="checkbox"/> MSNBC	<input type="checkbox"/> The Wall Street Journal
<input type="checkbox"/> Breitbart	<input type="checkbox"/> NPR
<input type="checkbox"/> Other:	
<hr/>	

Why?

What are the different spaces in your community where people come together and share information and talk about life in the neighborhood?

<input type="checkbox"/> Band of Brothers	<input type="checkbox"/> Harvest Depot
<input type="checkbox"/> Chamber Breakfast	<input type="checkbox"/> Laundromat
<input type="checkbox"/> Chamber of Commerce	<input type="checkbox"/> Library
<input type="checkbox"/> Church	<input type="checkbox"/> Park & Rec
<input type="checkbox"/> City Center	<input type="checkbox"/> Quilting Group
<input type="checkbox"/> Community Center	<input type="checkbox"/> Restaurants
<input type="checkbox"/> Council Meetings	<input type="checkbox"/> Senior Center
<input type="checkbox"/> Garden Club	<input type="checkbox"/> Other
<input type="checkbox"/> Grocery Stores	<hr/>

What is the one issue in the community that you care about the most?

Community

Have you ever been to a community meeting?

☐ Yes

☐ No

What was the meeting about?

Why not?

When was the last community meeting you attended?

☐ Within the last month

☐ It's been years

☐ Within the last year

☐ I've never been

Tell me about a time when something happened in the community that was important to you, but you couldn't find good information to help explain it.

What would you envision for the Wikiup Junction area?

Out of the following, what type of information is most important to you (choose your top 3-5)?

<input type="checkbox"/> Access to local news	<input type="checkbox"/> Info about new development in area
<input type="checkbox"/> Business opportunities	<input type="checkbox"/> Jobs/training
<input type="checkbox"/> Courts and legal issues	<input type="checkbox"/> Local government
<input type="checkbox"/> Education/Schools	<input type="checkbox"/> Nature / Environment
<input type="checkbox"/> Health Issues	<input type="checkbox"/> Policing and public safety issues
<input type="checkbox"/> Houselessness	<input type="checkbox"/> Transportation
<input type="checkbox"/> Housing affordability	<input type="checkbox"/> Who to go to if there's a problem
<input type="checkbox"/> Housing rights	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Housing vacancy	

If you hear something important, how would you share that type of news?

<input type="checkbox"/> Face-to-face	<input type="checkbox"/> Contact the newspaper
<input type="checkbox"/> Facebook	<input type="checkbox"/> Call the radio or television station
<input type="checkbox"/> Other: _____	

Have you ever engaged with your local media?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
How did you engage?	Why not?
<input type="checkbox"/> Call	_____
<input type="checkbox"/> Write	
<input type="checkbox"/> Respond to survey	

Digital Habits

How often do you go online?

<input type="checkbox"/> Often everyday	<input type="checkbox"/> Once a month
<input type="checkbox"/> Once a day	<input type="checkbox"/> Rarely
<input type="checkbox"/> A few times a week	<input type="checkbox"/> Never
<input type="checkbox"/> Once a week	<input type="checkbox"/> Other: _____

How do you normally access the internet?

<input type="checkbox"/> Cell Phone	<input type="checkbox"/> Laptop
<input type="checkbox"/> iPad or Tablet	<input type="checkbox"/> Library
<input type="checkbox"/> Desktop	<input type="checkbox"/> I don't
<input type="checkbox"/> Smart Phone	<input type="checkbox"/> Other: _____

What websites do you use to get or share information?

What's the best way to keep in touch with you?

_____ Cell Phone	_____ Facebook
_____ Email	_____ Other

Appendix E: Information Needs Survey Flyer

What are your information needs in La Pine?

Do you want to join the conversation?

If so, here is what we are talking about...

Students and faculty from the University of Oregon's School of Journalism and Communication have partnered with Sustainable City Year Program (SCYP) to create an engagement plan for the information needs of La Pine. We are coming together to facilitate an opportunity for community members to share their concerns about the information needs of La Pine through an Information needs survey.

We want to hear from you!

Take our information needs survey below:

Scan this QR code to access our survey or type the link into your internet browser



bit.ly/lapine-infoneeds



Figure 10: This is the flyer that the Engaged Journalism class distributed around La Pine to promote their online

Appendix F: Coded Survey Responses

Two students coded the survey responses and listed their relative frequencies to establish patterns in the data. The codes represent responses that had a similar focus. Coding the information allowed the class to address issues that reflect more of the community.

Second Survey Data Codes: Responses 2 – 30

Shout-out to Emily for making the word doc template

Question One: “How long have you been a resident of La Pine?”

<u>Code:</u>	Frequency:
-Moved to La Pine more than five years ago	- 21 --44
-Moved to La Pine less than five years ago	- 6--13
-Born and raised	- 2

Question 2: Current home status

<u>Code:</u>	Frequency:
-Renter	- 1--6
-Owner	- 28--53
-Houseless	- 0

Question 3: When something happens in your community, where do you hear about it first?

<u>Code:</u>	Frequency:
-Word of mouth	- 13--21
-Social Media/Internet	- 22--51
-Print	- 5
-Broadcast	- 5--7
-Public Spaces	- 3--6

Question 4: Based on the question above, if friend / neighbor / other (on phone), which app?

<u>Code:</u>	Frequency:
-Snapchat	- 0--1
-Facebook messenger	- 13--22
-Whats App	- 0--1
-Other(Phone call and SMS)	- 8 (all text message)---14

Question 5: Where else do you get your information?

<u>Code:</u>	Frequency:
-Print	- 3---6
-Public Spaces	- 2---8
-Broadcast(TV and Radio)	- 4---13
-Word of Mouth	- 5---11
-Internet(FB/Social Media/Web)	- 3----7

Question 6: Which LOCAL news outlets do you TRUST the most?

<u>Code:</u>	Frequency:
--------------	------------

-Wisebuys	- 5----12
-KTVZ/Channel 21	- 18----36
-Newberry Eagle	- 14----25
-Bend Bulletin	- 2-----7
-Radio	- 6---2
-No trust	- 0----1
-Other	- 2---1

Question 7: Why?

Code:	Frequency:
-Consistency	- 3----6
-Journalists/Staff	- 2---
-Unbiased	- 5----7
-Accurate	- 3---8
-Local	- 7---11
-bo trust answers	-2

Question 8: Which NATIONAL news outlets do you TRUST the most?

Code:	Frequency:
-Fox NEWS	- 11-----8
-CNN	- 2---4
-NPR	- 3----5
-Wall Street Journal	- 0----3
-MSNBC/NBC	- 3--6
-Washington Post	- 0----4
-NYTimes	- 1----3
-None	- 6---12
-Other	- 0---4

Question 9: Why?

Code:	Frequency:
-Accuracy	- 3---8
-Good Motives/Unbiased	- 6----12
-No trust	- 11----22

Question 10: What are the different spaces in your community where people come together and share information and talk about life in the neighborhood?

Code:	Frequency:
-Local Groups/Clubs	- 10---14
-Church	- 13----25
-City Sponsored Buildings/Spaces	- 19----31
-Food Centers(Restaurants/Grocery)	- 11----29
-Local Businesses	- 1----13
-Senior center	- 7----17

-Other - 2----5

Question 11: What is the one issue in the community that you care about the most

Code: Frequency:

-Crime/Drugs and Public Safety	- 13
-Education	- 1
-Healthcare/Accessibility	- 2
-Youth Issues/Activity	- 9
-Local Infrastructure Development	- 9
-Overgrowth	- 7
-Economic Business/Employment Growth	- 10
-Community Image	- 2
-Overall City Health	- 8

*****SKIPPED QUESTIONS ABOUT CITY MEETINGS*****

Question 16: Tell me about a time when something happened in the community that was important to you, but you couldn't find good information to help explain it.

Code: Frequency:

-Highway 97 Bridge/Overpass	- 4----7
-Road/Traffic Concerns(speeding)	- 2-----3
-Fires/Fire season	- 1-----3
-New City Development	- 1---2
-Septic/Sewers	- 0--1
-Breaking Public News	- 0----4
-No Response	- 18-----35
-all the time	-1

Question 17: What would you envision for the Wickiup Junction area?

Code: Frequency:

-Aid Highway 97(overpass,traffic,safety)	- 11----16
-Business Development/Attractiveness	- 9-----21
-Access	- 4-----7
-Angry at Tax Money Spent	- 2-----4
Not sure/ no response	-10

Question 18: Out of the following, what type of information is most important to you (choose your top 3-5)?

Code: Frequency:

-Housing Issues	- 13-----24
-Access to Info/Local News on Development	- 19-----42
-Health	- 6-----13
-Jobs/Business Opportunities	- 14-----32
-Education	- 5-----24

-Local Govt./Justice System(courts and legal issues)	- 10-----15
-Nature/Environment	- 11-----18
-Policing/Public safety	- 14-----26
-Transportation	- 6-----13
-Where to go with a problem	- 2-----6

Question 19: If you hear something important, how would you share that type of news?

Code:	Frequency:
-Face to Face	- 17----32
-Facebook	- 20-----40
-Contact News Organization	- 3-----5
-Phone (call or SMS)	- 2-----4
-Other	- 1-----2

*****SKIPPED YES/NO QUESTION*****

Question 21: If so, how did you engage with the local media?

Code:	Frequency:
-Write/Email	- 10----16
-Call	- 4----9
-Media Interaction(surveys and interviews)	- 10----16

Question 22: How often do you go online?

Code:	Frequency:
-Daily	- 28-----30
-Often	- 0-----
-Rarely	- 1-----

Question 23: How do you normally access the internet?

Code:	Frequency:
-Personal Computer	- 20----33
-Phone	- 18----31
-Library	- 0-----
-Ipad/Tablet	- 9-----12

Question 24: What websites do you use to get or share information?

Code:	Frequency:
-Local Website	- 4----24
-State Website	- 16----20
-National Website/Platforms	- 28-----30