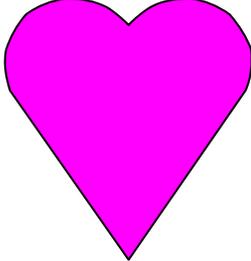# Content Working Group Case Studies

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NDSA

we ♥ content

The Content Working Group is focusing on investigating guidelines for the selection of significant content, discovery of at-risk digital content or collections, and engaging all stakeholders in the process of acquiring the content, preserve it, and provide access to it.

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Case Study Goals

Share compelling stories

Engage members of the community

Encourage relationships that enable preservation

Identify actionable next steps

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EveryBlock

We're sorry to report that EveryBlock has closed its doors.

Thank you for having let us play a role in how you get your neighborhood news. Thanks for the contributions, for the questions, and for allowing us to connect you to each other, in many cases to make great things happen in your community.

For a bit more info, please visit our final blog post.

Your neighbors,
The EveryBlock team

Brian, Becca, Feihong, Jon, Jose

About Community and Hyperlocal News

Community news is locally oriented, professionally published news content designed to serve local communities[i]. Once published as weekly or monthly newspapers or magazines, more and more of this content is now only produced electronically, in blogs or other online publications. The Pew Research Center's Project for the Excellence in Journalism published in its "State of the News Media 2012" a special report providing an update on "How Community News is Faring," which discusses some of the issues facing the creators of the content (however, the report notably doesn't touch on preservation at all)[ii]. The report states "the emerging world of community online news, less than a decade old, can be difficult to assess."

Hyperlocal news "connotes information oriented around a well defined community with its primary focus directed toward the concerns of its residents."[iii] The two terms "hyperlocal" and "community" are often used synonymously.

The reporting of local and community news has increasingly become the domain of "hyperlocal" news operations. Focused primarily on geo-specific news (neighborhoods or communities) or specialized reporting on local business, government, arts, real estate, etc., community and hyperlocal news fills an important gap in mainstream reporting as traditional news outlets continue to shrink. The vast majority of content is born-digital. Though the formats and models are more complex than mainstream media, the value of the content is evident when comparing it to its 20th century print counterparts (community newspapers; birth, ma... society pages; advertisements, and opinion pages...

Historical Value

As opposed to Citizen Journalism, the production and distribution of community or hyperlocal news often has an organizational basis (commercial or nonprofit institutions). Many community reporting sites have evolved from, or are a component of, traditional media organizations. Other sites have emerged from startup companies, information aggregators, community organizations, or journalism schools. This presents an opportunity to reach a targeted (though diffuse) set of stakeholders to raise awareness of the need for preservation and to test collection and preservation models.

For example, a hyperlocal news website with valuable content was lost in February 2013. The website, EveryBlock, created in 2007 was origi[...] generated forum for hyperlocal, data-driven journalism, [...] its owner, NBCNews.com. Its content was subsequently l[...]

Recognized Opportunities

These audiences share multiple levels of local, state, national, and international interests in this content:

- Local communities: public libraries and historical societies; local newspaper publishers; genealogical societies; county and local governments; K-12 educators.
- State-wide communities: Academic researchers; lay historians; university students and professors; archives
- National and International communities: economic analysts

Target Audiences

The NDSA seeks to communicate the role that community or hyperlocal news plays in community history to stakeholders through multiple venues:

- Content creators: Online campaign to bring awareness to importance of preservation; targeted messages.
- Funders (e.g. John S. and James L. Knight Foundation and J-Lab – the Institute for Interactive Journalism): Promote the importance of integrating preservation strategies into funded proposals. Develop potential partnerships with organizations who are investing in the field.
- Journalism schools: Encourage library partnerships to preserve content from locally-developed community news sites.
- Academic, public, state libraries, and historical libraries on local digital news preservation (e.g. members or regional centers collect); do work association meetings; conference calls with pu

Educate Stakeholders

Possible risk factors and obstacles in community and hyperlocal news preservation include:

- Most newspaper preservation programs across the U.S. do not currently include born-digital community news content.
- Identification and selection of content in local communities is frequently a challenge.
- Obtaining permissions to preserve and provide researcher access can be a challenge.
- Information is often aggregated from differe[...] content and social media). Permissions to pre[...] sources could be difficult to obtain.
- Community news sites are still struggling to f[...]
- [...]

Obstacles & Risk Factors

The NDSA and identified stakeholders have an opportunity to address the concerns outlined in this case study. Some ideas that have emerged from discussions within the Content Working Group include:

- Reach out to organizations such as J-lab and Knight Foundation to discuss issues of preservation, brainstorm potential collaborations.
- Broaden campaign to bring awareness to the issues related to preservation of community and hyperlocal news via blog posts and presentations at targeted meetings.
- Develop or encourage a collaborative proje[ct] involved in identification of content in their
- Educate journalists to prepare for their own business of journalism and exploring opport[unities] making sure that their ideas are underpinne[d]

Actionable Items

Others published or in progress…

- Citizen Journalism
- Digital E-Prints of Newspapers
- Science, Medicine, Math, and Technology Blogs (draft)
- Science Forums (draft)
- Legislative Histories (draft)

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More!

Blog post about Case Studies:
http://go.usa.gov/jCUw

About the Content Working Group:
http://go.usa.gov/jCPj

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