

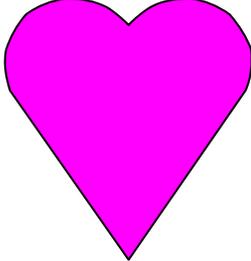
# Content Working Group Case Studies

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**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.

# Case Study Goals

**Share compelling stories**

**Engage members of the community**

**Encourage relationships that  
enable preservation**

**Identify actionable next  
steps**



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, Josep

## About Community and Hyperlocal News

Community news is locally oriented, professionally published news content designed to serve local communities<sup>i</sup>. 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)<sup>ii</sup>. 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."<sup>iii</sup> 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, marriage, death, and society pages; advertisements, and opinion pages).

# Historical Value

**the ann arbor chronicle**  
it's like being there

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- The Ann Arbor Observer
- Lucy Ann Lance
- The Ann Magazine

**Civic News Ticker**

- Ann Arbor Skatepark Construction OK'd
- Ann Arbor Council Delays New Rules
- Platt & Washtenaw Easements Approved
- Council OKs South State Corridor Plan
- Council OKs Stormwater Infrastructure

**July 15, 2013 Ann Arbor Council: Final**

Last meeting before Aug. 6 city council primary elections features themes of concrete and water; also, council rules and South State corridor plan

BY DAVE ASKINS      JULY 15, 2013 at 8 am

After its Monday, July 15, 2013 session, the Ann Arbor city council will depart from the more familiar rhythm of meeting every two weeks – by pausing 24 days before its next meeting on Aug. 8.

The longer-than-usual break stems from the regular meeting schedule, which actually calls for a meeting on the first and third Monday of the month, not every two weeks. The traditional shift from Monday to Thursday to accommodate the Tuesday, Aug. 6 Democratic primary will add three more days to the break.

Two councilmembers have primary challenges this year – incumbent Stephen Kunselman is competing with Julie Grand for the Democratic nomination in Ward 3; and incumbent Marcia Higgins is competing with Jack Eaton for the Ward 4 nomination.

At its last meeting before the Aug. 6 election, the council's agenda is relatively full. Dominant themes cutting across several agenda items are concrete and water.

In the category of concrete, the council will be asked to approve \$15,000 for the design of a section of sidewalk along Barton Drive. The council approved similar design budgets for a sidewalk on Newport Road at its Jan. 22, 2013 meeting and for a sidewalk on Scio Church Road on Nov. 19, 2012. The interest in having sidewalks was supported by petitions submitted by adjoining property owners.

The council will also be asked to accept some easements and the dedication of right-of-way near the intersection of Platt Road and Washtenaw Avenue – in connection with the

**Stopped, Watched.** State btw Liberty and N. University  
A small memorial for Karl Pahl outside of what was once Shaman Drum. [photo 1] [photo 2]

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Memberships start

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 last in February 2013. The website, EveryBlock, created in 2007 was originally generated forum for hyperlocal, data-driven journalism, its owner, NBCNews.com. Its content was subsequently

# Recognized Opportunities

The screenshot shows the homepage of 'the takoma VOICE'. At the top right, there is a banner for 'BUSINESS | SERVICE | RESOURCE directory' with the subtext 'Takoma Park & Silver Spring shopping guide LOCAL | people | for | LOCAL | people'. The main logo reads 'the takoma VOICE' with the tagline 'independent | visionary | connected'. A navigation menu includes Home, News, Arts, Health, Home & Garden, Green, Community, Photos, TPSS Directory, Calendar, Classifieds, and About. The featured article is titled 'GRANOLAPARK: Mob rule' dated July 12, 2013, with no comments. The article text reads: '"Council, What the hell are you doing? You've forgotten your plan, your precedents, and your role."' and includes a 'CONTINUE READING...' link. To the right of the article is a 'FOLLOW US' section with social media icons for Facebook, YouTube, RSS, and Twitter, and a 'SEARCH THE VOICE' search bar. Below the article are sections for 'RECENT POSTS' and 'FEATURED POSTS'. At the bottom right, there is a promotional box for 'bark! Silver Spring Team Members Wanted' with contact information for Rachel Smith and a list of locations: Clarksville, Olney, Pikesville, Rockville, Gaithersburg, and Silver Spring.

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 screenshot displays the Berkeleyside website interface. At the top, there are three news thumbnails with captions: 'King Middle School to get new field, all-weather track', 'The wild turkeys of Berkeley are out... with babies in tow', and 'Berkeley hit-and-run raises concerns for safety'. Below these is the 'Berkeleyside' logo and the tagline 'Berkeley, CA's independent news site'. A navigation bar includes links for 'NOSH', 'ALL THE NEWS', 'EVENTS CALENDAR', 'OPINIONATOR', 'ABOUT', 'ADVERTISE', and 'SUPPORT US'. On the right, there is a sidebar with a 'Get Berkeleyside's Daily Briefing email' sign-up form and a 'SUBSCRIBE' button. Below the main content, a 'Local business' section features an article titled 'Berkeley stores partner in Design Loop to boost business' by Tracey Taylor, dated July 16, 2013. The article includes a photograph of the 'ec home' storefront at night. To the right of the article is a vertical promotional graphic for 'THIS IS HOW IT GOES' with the text 'EXTENDED THROUGH JULY 28'.

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

The screenshot shows the homepage of the Uptown Messenger website. The header features the site's logo and navigation links. The main content area includes a featured article about road construction, a calendar entry for a music club event, and several advertisements, including one for 'Aidan for Men' and another for 'comedy sportz'.

**UPTOWN MESSENGER**  
NEWS POLITICS CRIME EVENTS

Home | About Us | Advertisers | Calendar | Subscribe | Support Us | Topics | About Uptown

Freret repaving soon to join maze of Uptown road construction

In a matter of weeks, construction is set to begin on a new project to repave Freret Street and to try yet again to correct the installation of new "bump-out" corners at the intersections. That project will join a series of others — a similar repaving of Broadway Street, the ongoing construction of a new [...]

Jimmy's Music Club hosts "open house" Wednesday for neighbors, officials

Posted by Robert Morris at 11:53 am

arts, books and music, city government, food and drink, politics

As the operators of Jimmy's Music Club proceed with their request for liquor sales that would allow the venue to reopen, they are inviting neighbors and city officials to join them for an open house

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Upcoming Events

Jul 15

- Megaphone Open Mic

Today

- Crescent City Farmers' Market (Uptown)
- Story Time at Latter Library
- Hollygrove Market and Farm
- ABO hearing
- Orleans Parish School Board
- Organ & Labyrinth
- Second District NONPACC

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 different sources (e.g., newspaper content and social media). Permissions to preserve sources could be difficult to obtain.
- Community news sites are still struggling to find sustainable business models.

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# 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 project involving identification of content in their business of journalism and exploring opportunities making sure that their ideas are underpinned

# Actionable Items

The screenshot shows the homepage of 55423.info, a community news website for Richfield, MN. The page features a navigation menu with links for Home, Community News, Sports & Recreation, Things To Do, Richfield History, and Community Calendar. A main article titled "When science and art meet" is highlighted, featuring a photo of a teacher in a classroom. Below this, there are sections for "COMING UP" with a Twitter link, "RICHFIELD NEWS" with an article "In-Depth: How do you see Richfield?", and "MULTIMEDIA" with a video "Sunrise at Richfield Lake". On the right side, there is a "NEWS BRIEFS" section with three short news items and a "POLLS" section at the bottom right.



# 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)

# 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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abgr@loc.gov