



**Welcome!**



# Collaboration with + for community in Newark



Workshop hosted as part of the Peer Learning + Collaboration Fund  
by the Center for Cooperative Media at Montclair State University,  
in partnership with Free Press, Outlier Media and WBGO.

Supported with funding from Democracy Fund.

# Overview of the agenda



Welcome!

Introductions

Hierarchy of information needs

Breakouts

Building Newark's hierarchy

Break

Discussion of Newark's ecosystem

Invitation to information needs assessment  
and collaboration

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# Ground rules for today



We'll record today's session so you can review it later, but it's Chatham House rules. We will share slides + links afterward.

Rename yourself + pronouns, journalist and facilitator.

Turn your video on/off as comfortable; turning it off during presentations will help connection speed.

Use the chat as much as you want!

Any issues? Private message Joe Amditis or Denise Shannon

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# Introductions



Drop your name, affiliation, any important information about yourself + website/social links in the chat!

When Joe calls on you, unmute and tell the group:

- Your name,
- Affiliation
- A skill you could teach others ...”I could teach you ...” (Keep that skill short! 😊)

Joe will time each speaker to less than 30 seconds. 😬

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An abstract graphic on a purple background. It features several 3D-style shapes: a large orange crescent moon, a smaller orange circle, a blue circle, and a green circle. A green crescent moon is partially visible at the bottom right. The shapes have a slight shadow, giving them a three-dimensional appearance.

**Who are you +  
what's your skill?**

**That was fun!**



An abstract graphic on a purple background. It features several 3D-style shapes: a large orange crescent shape, a smaller orange circle, a blue circle, and a green circle. A green crescent shape is also visible at the bottom right. The shapes are arranged in a way that suggests a stylized smile or a face.

# **Introducing the hierarchy of information needs**

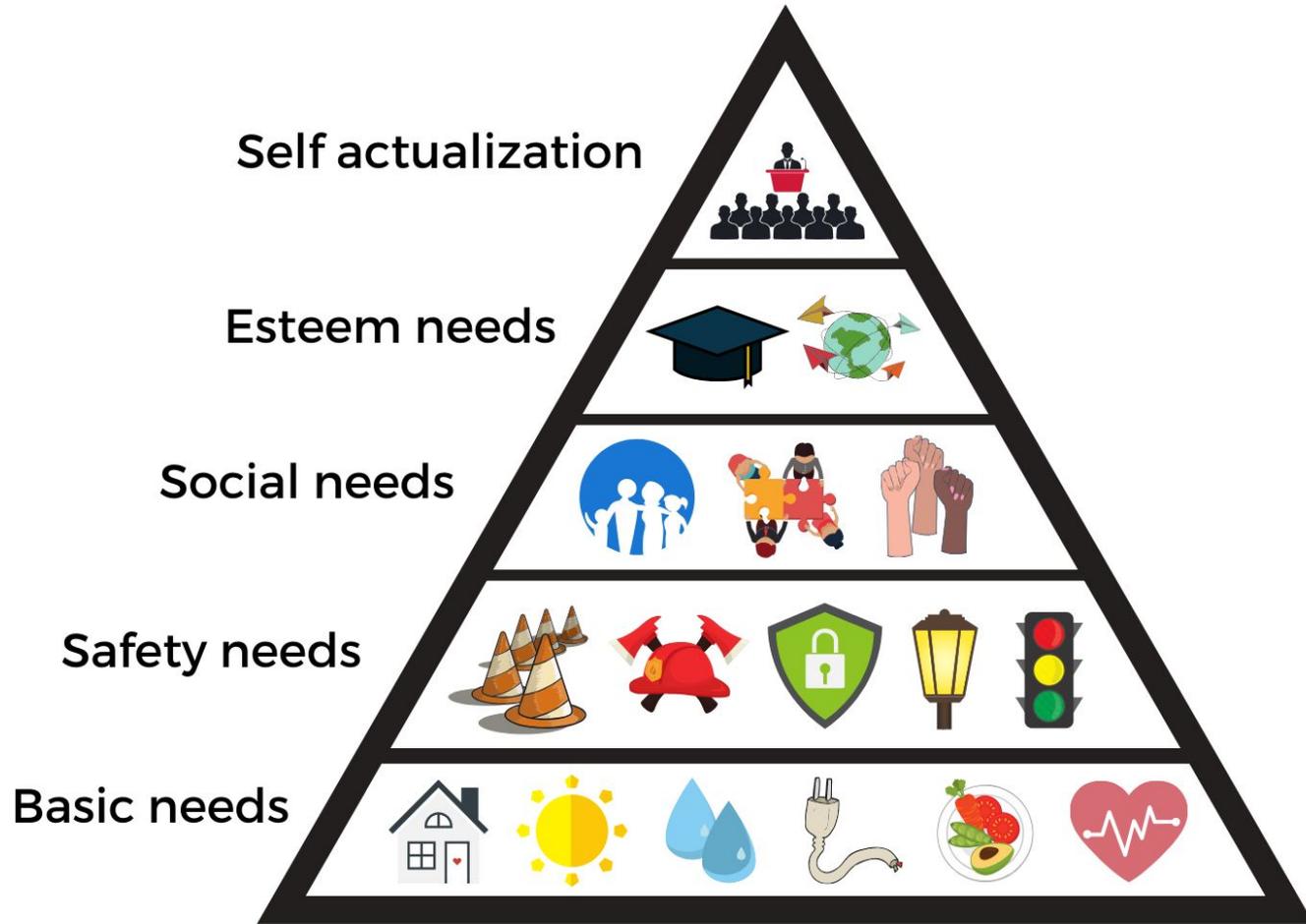


# Hierarchy of info needs

Or, the “information pyramid.”

Maslow’s hierarchy of needs,  
redefined in terms of information.

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# Hierarchy of info needs

Or, the “information pyramid.”

Maslow’s hierarchy of needs,  
redefined in terms of information.

Provides a structural approach to  
journalism.

Transformational way of assessing  
your journalism.

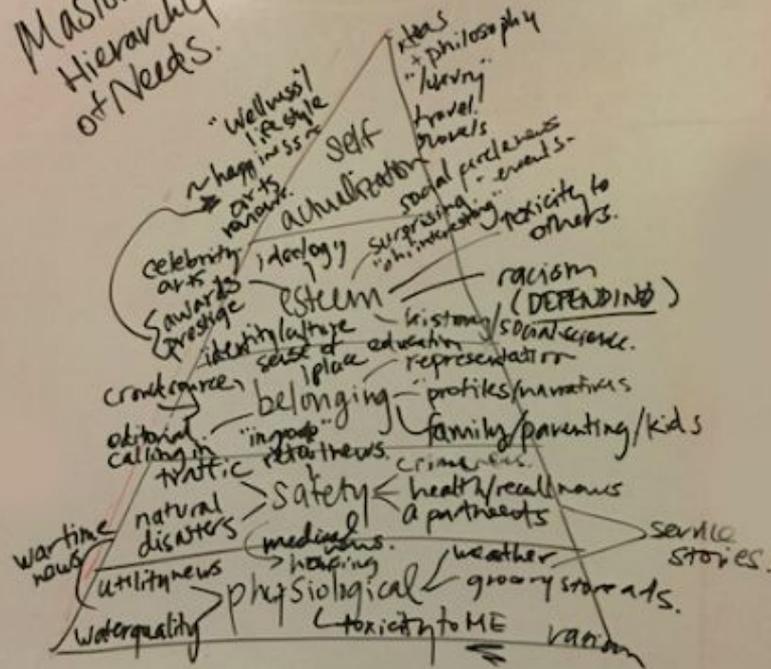
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# Hierarchy of information needs

From the City Bureau article, “Is your journalism a luxury or necessity?”

“At the foundation is information that has to circulate in a community for people to live: *how to find housing, food, shelter, transportation and economic opportunity*. In the middle of the pyramid is media that *helps people and communities connect (like events calendars, school news and obituaries) and understand each other*, as the best human interest stories can. At the top of the pyramid is *information that appeals to more abstract desires and makes us feel engaged, intrigued or involved*. Often these are stories about someone else’s needs. **Pretty much all narrative storytelling, investigation and political analysis goes here—most of what we typically think of when we say “journalism.”**

# Maslow's Hierarchy of Needs.



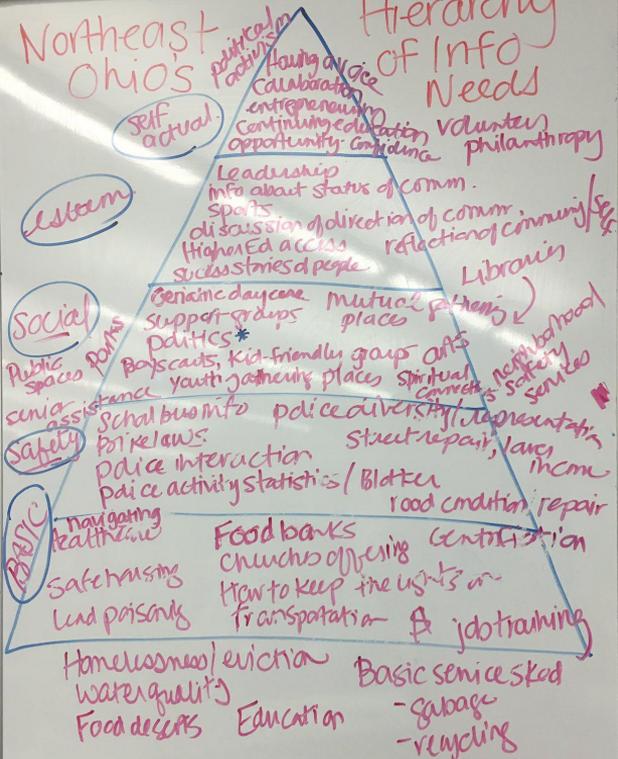
## INFORMATION NEEDS:

depending on...

- who
- when
- context
- how informed you are

# Northeast Ohio's

# Hierarchy of Info Needs



# Hierarchy of information needs

*“Journalists routinely cover inequity as an abstract phenomenon that can be observed and remarked upon from afar, but it’s a **rare media organization that would produce a guide for navigating rural poverty, or managing an opioid addiction, or handling your lease when you’re getting gentrified out of your neighborhood.**”*

# Hierarchy of information needs



Where something might fall on the a hierarchy of information needs is also deeply rooted in perspective.

Take employment, housing stability or protesting, for example.

# Hierarchy of information needs

Instead of just this ....



The screenshot shows the Detroit Hour website interface. At the top left is the 'HOUR DETROIT' logo in red. To its right is the 'HOUR // DAILY DETROIT' logo. Further right is a cityscape image. Below these is a navigation menu with items: CORONAVIRUS, PARTY PICS, FOOD (with a dropdown arrow), LIFE & STYLE (with a dropdown arrow), BEST OF DETROIT, and DETROIT RESOURCE. Below the navigation is a breadcrumb trail: Home > Community > Michiganders March: Protests Continue in Detroit, Shelby Twp., Ludington, and More. There are two tags: 'Community' and 'Web Exclusive'. The main headline is 'Michiganders March: Protests Continue in Detroit, Shelby Twp., Ludington, and More'. Below the headline is a short summary: 'Ypsilanti Mayor Beth Bashert resigns, Bay City raises funds to launch a Black Lives Matter chapter in the city, and a video showing a Detroit police officer driving through a crowd of protesters goes viral'. The author is 'Emma Klug' and the date is 'June 29, 2020'.

**HOUR**  
DETROIT

HOUR // DAILY  
DETROIT

CORONAVIRUS PARTY PICS FOOD ▾ LIFE & STYLE ▾ BEST OF DETROIT DETROIT RESOURCE

Home > Community > Michiganders March: Protests Continue in Detroit, Shelby Twp., Ludington, and More

Community Web Exclusive

## Michiganders March: Protests Continue in Detroit, Shelby Twp., Ludington, and More

Ypsilanti Mayor Beth Bashert resigns, Bay City raises funds to launch a Black Lives Matter chapter in the city, and a video showing a Detroit police officer driving through a crowd of protesters goes viral

**Emma Klug** · June 29, 2020

# Hierarchy of information needs

This ....



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CIVIC AND COMMUNITY INFORMATION

## Arrested? Call the Detroit Protest Bailout fund for help

By Joey Horan, special to Bridge Detroit | June 9, 2020

 SHARE

 TWEET

 EMAIL

 PRINT

 MORE

# Hierarchy of information needs

This ....

"We are an organization consisting of formerly incarcerated people. We understand what it's like to have those handcuffs put on you, go to the jail, go to court, and then have to wait for your trial system," said Buckingham.

To meet the bail needs of arrested protestors, Michigan Liberation's volunteer base stepped in to support the work of [The Bail Project](#), a revolving fund that will post bail for incarcerated individuals who, due to lack of funds, are held in jail pretrial despite having not been convicted of any crime.

The Bail Project helps "restore the presumption of innocence," according to the organization's website.

The Michigan Chapter of the National Lawyers Guild currently represents over 100 protestors and has 200 attorneys willing to provide pro bono representation.

Legal experts urging people to seek help say curfew violations and disorderly conduct charges could remain on a protestors' permanent record.

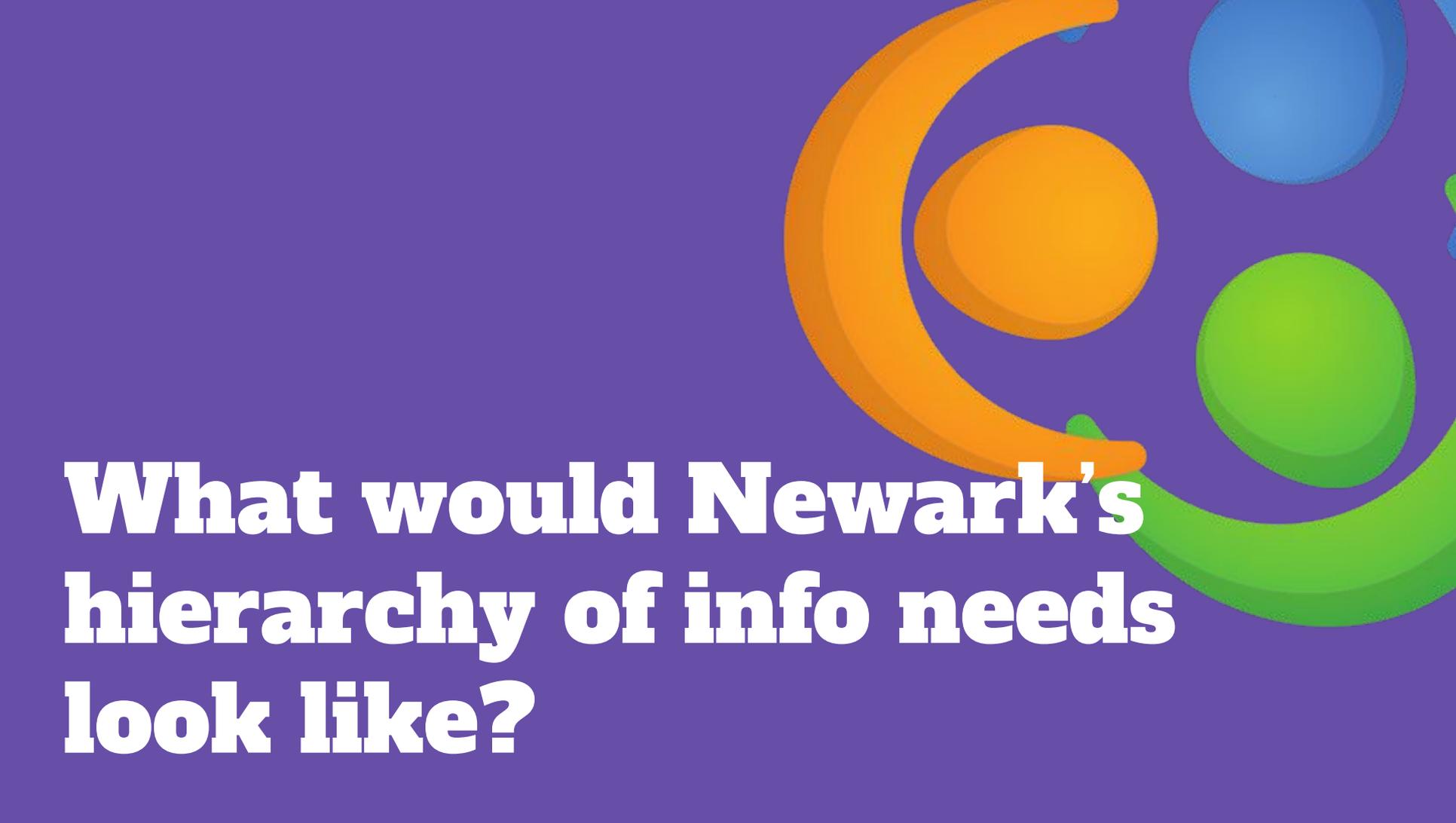
"If they go into court and plead guilty to a crime and pay a fine, they will have a criminal record," said John Royal, the president of the Michigan

**Resources: Detroit Protest Bailout, free legal representation, and locating a detained person**

To request bail through the Detroit Protest Bailout, fill out the form at [detroitprotestbailout.com](http://detroitprotestbailout.com). Alternatively, call or text the bailout team at 313-925-2626 and provide the full name, date of birth, and home address of the person arrested.

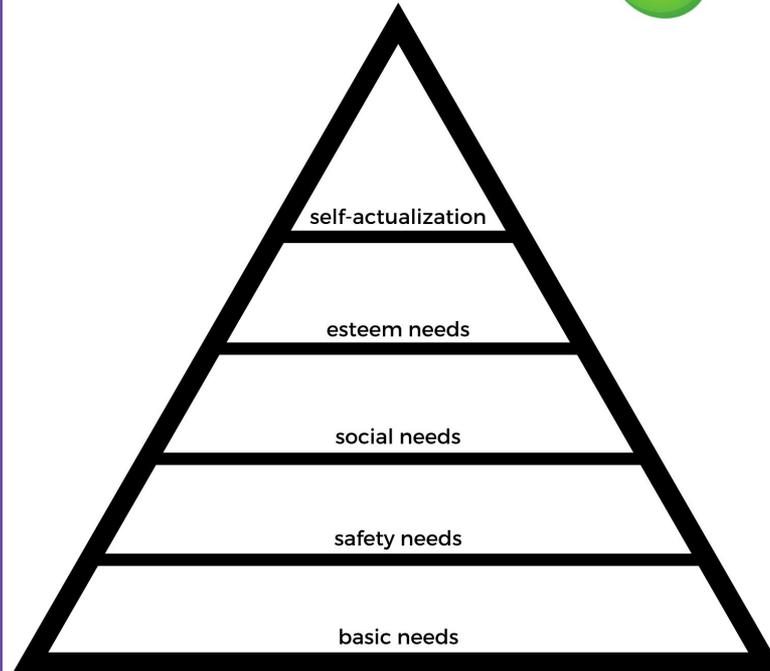
For legal support or to report police brutality, call the [Michigan National Lawyers Guild](#) at 313-925-2626. Leave a voicemail if no one answers with your name, contact information, and your reason for calling.

If someone you know has been arrested and you cannot locate them, call the Detroit Detention Center's detainee information line at 313-596-2242. They will be able to tell you if the person is in custody, when they will be released, and what their bond is set at. The Wayne County Sheriff's inmate information number is 313-224-0797.

An abstract graphic on a purple background. It features several 3D-style shapes: a large orange crescent shape, a smaller orange circle, a blue circle, and a green circle. There are also green and blue curved lines. The text is overlaid on the lower-left portion of the image.

**What would Newark's  
hierarchy of info needs  
look like?**

## Newark's hierarchy of information needs



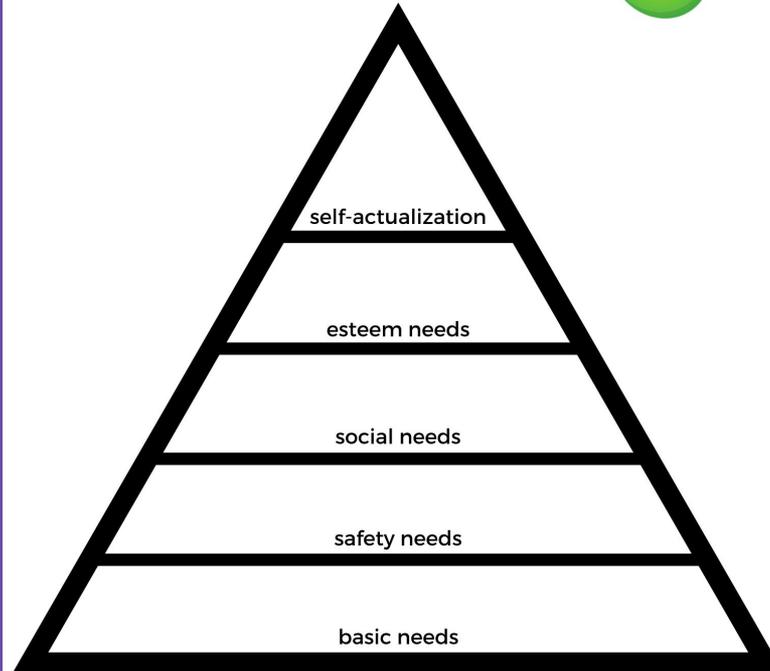
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**Breakout groups!**  
**We'll be back at 10am.**



**Welcome back!**

## Newark's hierarchy of information needs



An abstract graphic on a purple background. It features several 3D-style shapes: a large orange crescent moon, a smaller orange circle, a blue circle, a green circle, and a green crescent moon. The shapes are arranged in a cluster on the right side of the image.

**Time for a break**  
**We'll come back at 11am.**

# **Newark's Local News & Information Ecosystem**





# Newark

**News + Information Ecosystem**

## Brit Harley

- Newark resident
- Community Engagement Reporter, WBGO
- Learning and Listening

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# Newark

**News + Information Ecosystem**

## Sarah Stonbely

- Research Director, Center for Cooperative Media
  - Ecosystem mapping project
  - Mapping methods
  - Other mapping projects and why now
-

# Two approaches: mapping and listening

- Birds-eye view complementing the on-the-ground approach
  - What has been learned through listening?
  - What has been learned through mapping?
- Example of community news and information sharing
  - Neighborhood groups/Block associations
  - Newark Peoples Assembly
  - Community organization newsletters

# Which outlets serve Newark?

The (Rutgers-Newark) Observer

24 horas

Brazilian Press

~~Brick City Live~~

The Catholic Advocate

Chalkbeat-Newark

ECC Observer

Essex News Daily

Jersey Access Group: City of Newark

Jersey Access Group: Essex County College

Law.com/Legal Intelligencer, The

Ledger Local

Local Talk News

Luso Americano

Newark Black News

The Newark Times

Patch-Newark

The Star-Ledger

TAP into Newark

TIME TV

Transportation Radio

Vailsburg Leader

The Vector

WBGO-FM

WFUT-DT

WLIW-TV

WLVT-TV

WNDT-CD

WNYC-FM

# Mapping project numbers

Outlets by medium, Newark (N=28):

- 7 digital-first (**25%**)
- 11 newspapers (**39%**)
- 3 radio (**11%**)
- 7 television (**25%**)
- 9 outlets serving an ethnic/minority/religious audience (**32%**)

Outlets by medium, New Jersey (N=779):

- 276 digital-first (**35%**)
- 308 newspapers (**40%**)
- 66 radio (**9%**)
- 100 television (13%) / 42 television (**5%**)
- 113 outlets serving an ethnic/minority/religious audience (**15%**)



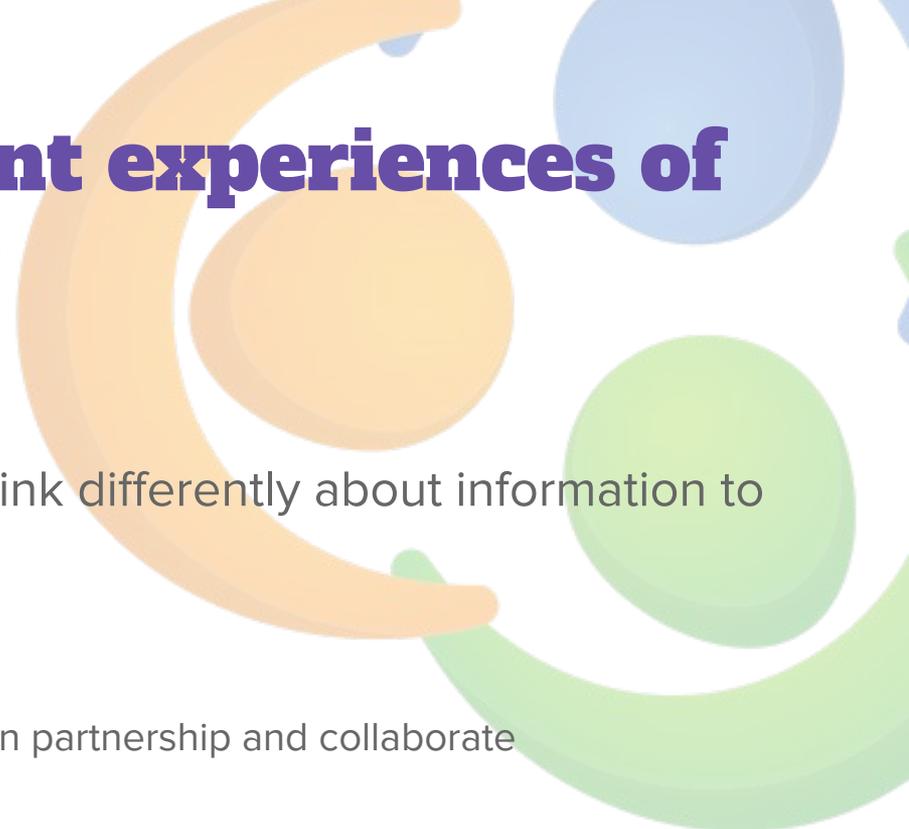
# Poll

Where do you get your news and information about Newark?  
**(mark all that apply)**

1. Local newspapers
2. Local radio
3. Local news websites
4. Neighbors/Block association
5. Social media (Facebook group/WhatsApp group/people on Twitter)
6. Family & friends
7. Official sources (city website or social media accounts)
8. Email listserv
9. Local TV news
10. National news



# Info needs and different experiences of journalism in Newark



- Traditional media & community media
- How can journalists and academics think differently about information to better serve communities?
  - Relationships really do matter
  - Ask city residents what they need/want
  - Create opportunities for community to be in partnership and collaborate

# **Assessing Newark's information needs**





# Newark's assessment starts Monday

**Led by Outlier Media**  
**Funded by the New Jersey Local  
News Lab Fund**

Resource needs are a good proxy for information gaps.

Information gaps help identify accountability gaps.

Filling information needs without addressing accountability gaps addresses symptoms instead of the actual problem.

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# Info needs assessment

Complaints

Calls for help

City response

SMS based survey:

Text CORONA to 73224 to test.

Next week you will be able to text  
NEWARK to that number and get  
your survey.

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# Free Press and Newark

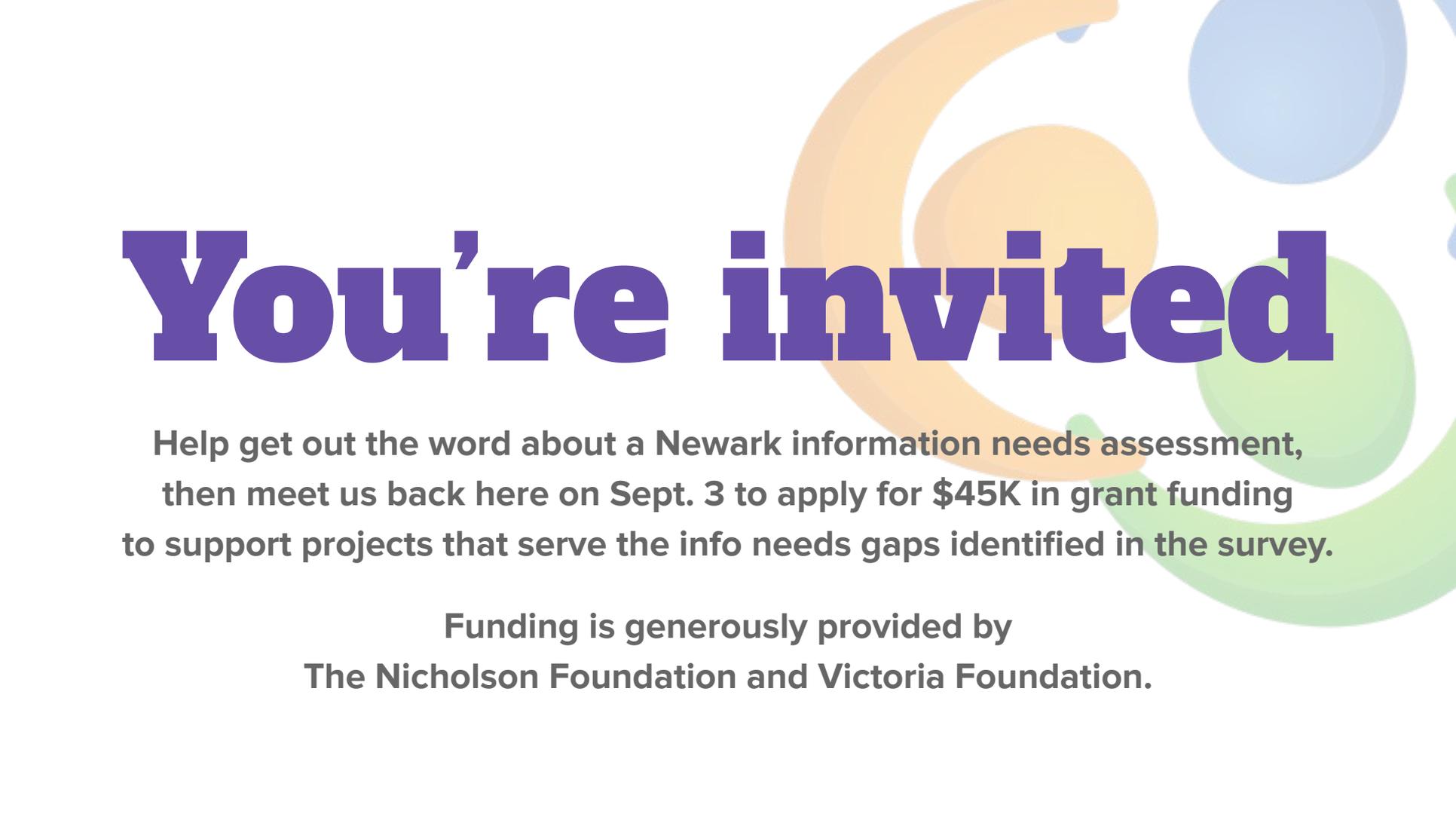


## Goal:

Develop a plan of action on how to respond to the community's information needs during the pandemic.

## How do we get there?

- Analyze the data from the needs assessment with the Center for Cooperative Media & Outlier Media.
  - Work with local journalists and community members on solutions.
-



# **You're invited**

**Help get out the word about a Newark information needs assessment, then meet us back here on Sept. 3 to apply for \$45K in grant funding to support projects that serve the info needs gaps identified in the survey.**

**Funding is generously provided by  
The Nicholson Foundation and Victoria Foundation.**



# Tools you can use

Help get the word out!

Here's what will be in the toolkit:

- Language
- Social cards

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**ONLINE TOOLKIT:**  
**[collaborativejournalism.org/newarkworkshop](https://collaborativejournalism.org/newarkworkshop)**



**Next steps**

# Next steps

Help get the word out!



Here's what we invite you to do next:

- Continue the conversations! We will share everyone's contact info. If you want to opt-out, let us know.
  - Promote the Newark information needs assessment next week.
  - Join us Sept. 3 to learn what the survey found.
  - Find partners and apply for fall funding to support projects that address the info need gaps the survey identifies.
-

**Questions?**

**Ideas?**

**Concerns?**

Let us know!

You can also always email us at [peerfund@collaborativejournalism.org](mailto:peerfund@collaborativejournalism.org)



**Thank you!**

Story  
idea

work  
together

community

Story  
idea

OH