Oklahoma’s News Media Ecosystem

Status and Suggestions for Local News

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Our Team

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Research conducted on behalf of our nonprofit partner:

In partnership with
- Knight Foundation
- Trusting News
Background

National trends in news media consumption

In 2020, the percentage of Americans with no confidence in news media surpassed those with at least some confidence for the first time since 1980 (Gallup 2020)

   Political leanings predict trust
   Trust in local news continues to trend higher than national

Majority of Americans believe news media put business needs ahead of civic responsibility; but those who think the inverse are more likely to pay for news (Knight Foundation Report 2022)
Impetus for our study →

Our study →

Applications of our study →

**PHASE 1**

_Dec. 2022:_
- CHS & Associates statewide poll
- Sample: Registered voters
- Bias toward:
  - Highly educated
  - Higher income
  - Older
  - Urban centers

**PHASE 2**

_Feb.-Sept. 2023:_
- OSU/OU collaborative community research

**PHASE 3**

_Fall 2023:_
- Proposal cycle & project implementation
Phase 2 Research: Community Engagement

1. Utilize poll data to isolate issues and communities in need of further study
2. Snowball / convenience samples, starting with students’ and our own networks
3. Targeted interviewing at community events
4. Replicate protocol in different areas of the state
Research Questions

**RQ₁** Where do Oklahomans get local news & why?

**RQ₂** Are Oklahomans satisfied with their news options?

**RQ₃** What factors influence Oklahomans’ trust or distrust of news, especially local?

**RQ₄** What strategies may encourage persuadable Oklahomans to support & utilize local news media?
## What does the literature say?

### Role of Journalism in Democracy
- Journalism facilitates civic engagement
- Access → engagement → equity
- Lack of access correlated with higher levels of political division

Moskowitz, 2020

### Local News & Community Life
- Rural communities rely on local news
- Strengthens real & perceived community ties
- Promotes investment, community resiliency, & economic growth
- Particularly benefits under-resourced & minority groups

Ali & Radcliffe, 2017
Hayes & Lawless, 2018
Peterson, 2019
Oberholzer-Gee & Waldfogel, 2009

### State of Journalism in America
- Industry in decline for several decades
- Heightened by social media & COVID–19
- Hometown papers shuttering, esp. across rural areas
- Increased use of national, partisan news & social media
- Growing distrust of journalism and news media
- Media literacy levels are correlated with trust in news

Peterson, 2019
Pew Research Center, 2020
Barthel, Matsa, & Worden, 2020
Tow Center, 2020
Darr, Hitt, & Dunaway, 2018
Knight, 2018
Kovach & Rosenstiel, 2011
The “News Desert” Problem

Penny Abernathy’s [US News Desert](#) project, UNC

*Issues with identifying & isolating a news desert*
STATEWIDE DMA COVERAGE

Oklahoma’s Designated Market Areas, 2023
https://www.news9.com/dma-map
## Sampling Logic & Site Selection

<table>
<thead>
<tr>
<th>Limited TV News Access / Outside OK DMA (TV)</th>
<th>Fewer OK Newspapers (0-1 newspapers)</th>
<th>More OK Newspapers (2+ newspapers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limited TV &amp; Newspaper Access</td>
<td>Limited TV access only</td>
<td>Limited TV access only</td>
</tr>
<tr>
<td>Limited Newspaper Access only</td>
<td>TV &amp; Newspaper Access</td>
<td></td>
</tr>
</tbody>
</table>

### Map

- Oklahoma County
- Tulsa County
- McCurtain County
- Beaver County
- Greer County
- Jefferson County
- Coal County
# County-level Demographics

<table>
<thead>
<tr>
<th>County</th>
<th>News Access</th>
<th>Population</th>
<th>People/mi²</th>
<th>Median income</th>
<th>% in poverty</th>
<th>% bachelor’s or higher</th>
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</thead>
<tbody>
<tr>
<td>Beaver</td>
<td>Limited TV &amp; paper</td>
<td>5,016</td>
<td>2.8</td>
<td>$60,152</td>
<td>11.6%</td>
<td>21.5%</td>
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<tr>
<td>Coal</td>
<td>Limited TV &amp; paper</td>
<td>5,313</td>
<td>10.2</td>
<td>$43,697</td>
<td>18.7%</td>
<td>17.5%</td>
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<tr>
<td>Greer</td>
<td>TV</td>
<td>5,547</td>
<td>8.6</td>
<td>$49,203</td>
<td>23%</td>
<td>10.6%</td>
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<tr>
<td>Jefferson</td>
<td>Limited TV &amp; paper</td>
<td>5,389</td>
<td>7.0</td>
<td>$43,438</td>
<td>24.2%</td>
<td>15.2%</td>
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<tr>
<td>McCurtain</td>
<td>Papers</td>
<td>30,931</td>
<td>16.6</td>
<td>$43,435</td>
<td>21.5%</td>
<td>14.6%</td>
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<tr>
<td>Tulsa</td>
<td>Papers, TV</td>
<td>667,358</td>
<td>1,173.7</td>
<td>$60,382</td>
<td>14.7%</td>
<td>32.7%</td>
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<tr>
<td>Oklahoma</td>
<td>Papers, TV</td>
<td>802,559</td>
<td>1,123.3</td>
<td>$58,239</td>
<td>16.3%</td>
<td>33.7%</td>
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<tr>
<td>STATE</td>
<td>—</td>
<td>4,019,800</td>
<td>57.7</td>
<td>$56,956</td>
<td>15.6%</td>
<td>26.8%</td>
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</tbody>
</table>

U.S. Census Bureau 2022 estimates generated from 2020 census data and population trends
https://www.census.gov/quickfacts/fact/table/oklahoma
Methodologies

Formal approaches
• Interviews
• Open-ended surveys
• Focus groups

Informal engagement
• Locating decision-makers & insiders
• Observation
• Local listening

<table>
<thead>
<tr>
<th>County</th>
<th>Community Conversations</th>
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<tr>
<td>Beaver</td>
<td>36</td>
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<tr>
<td>Coal</td>
<td>116</td>
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<tr>
<td>Greer</td>
<td>43</td>
</tr>
<tr>
<td>Jefferson</td>
<td>14</td>
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<tr>
<td>McCurtain</td>
<td>—</td>
</tr>
<tr>
<td>Tulsa</td>
<td>33</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>16</td>
</tr>
<tr>
<td>All other</td>
<td>94</td>
</tr>
<tr>
<td>TOTAL</td>
<td>352</td>
</tr>
</tbody>
</table>
Research Questions

RQ₁ Where do Oklahomans get local news & why?

RQ₂ Are Oklahomans satisfied with their news options?

RQ₃ What factors influence Oklahomans’ trust or distrust of news, especially local?

RQ₄ What strategies may encourage persuadable Oklahomans to support & utilize local news media?
RQ1. Where do Oklahomans get local news & why?

Digital media (55.9%)
   Among those: Facebook rules (77%), followed by Reddit (11%), Twitter (5.4%), Instagram (4.1%) and all others (2%)

Traditional news (25%)

Word of mouth (19.1%)
RQ2. Are Oklahomans satisfied with their news options?

- Just over half (58.6%) said they are able to stay informed about their local communities, compared to Somewhat (32.6%) & No (8.8%)

- Among those unsatisfied, several need more local info, especially:
  - local election information
  - opinion/editorial content to help interpret the news

- Although they don’t have access to much local info, many said they’d be unlikely to read a newspaper if given the option.
RQ3. What factors influence Oklahomans’ trust or distrust of news, especially local?

- Though most said they don’t use it, the majority said they trust local news.
- Many stated they don’t trust news that is obviously biased or one-sided, yet.
- Many people with obviously partisan newspaper options considered them trustworthy.
  - For many Oklahomans, “trustworthy” means a news source agrees with their own ideological views.
- In small towns, local news is more trustworthy when run by a local.
RQ4. What strategies may encourage persuadable Oklahomans to support & utilize local news?

- Oklahomans value **free, accessible news** & want to access it via **social media**
- Most will not pay for access, especially through a subscription
- Many would like more local news focused on their town
  - Especially **more detailed and nuanced background stories, editorials, and other long-form content** on local issues
- Willing to purchase **special editions of the paper**, such as annual graduation & holiday issues with value added (e.g., coupons or local deals)
Thank you!

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References


IMPROVING MARGINALIZED RURAL COMMUNITY
LIVELIHOODS AND LOCAL AGRICULTURE THROUGH
COMMUNITY ORGANIZATION CAPACITY BUILDING

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OKLAHOMA STATE UNIVERSITY

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DISCUSSION POINTS

- Introduction
- The Land Grant Dilemma
- Serving All Communities
- Extension Community Relations
- Strong Collective Efforts
- Areas of Research & Insights
- Things to Consider
THE LAND GRANT DILEMMA

- Publicly funded land-grant institutions like Oklahoma State University, Langston University, and College of Muscogee Nation focus heavily on extension and outreach efforts to engage rural communities.

- With limited staff and declining budgets this has made it difficult.
Extension personnel are tasked with developing the best approaches to engage all community members across different socio-economic, ethnic, and cultural backgrounds.

Cooperative Extension and nonprofits frequently deliver similar programs to overlapping audiences with little coordination. However, better partnership between these entities can amplify their program effectiveness and reduce expenses (Jones et al., 2020).

Identifying potential collaborators is the initial challenge in developing collaborations (Jones, 2020).

This research draws upon the authors’ experience of developing relationships with community based organizations through extension programming at Langston University and Oklahoma State University.
Langston University – Community-Based Organizations (CBOs)
- Strengthening partnerships of small and startup 501c3 Organizations
- Communities involved: African-American/Hmong/Pawnee Nation
- Due to limited extension staff the LU approach required extensive work with community based organizations.

Oklahoma State University & Langston University – Sovereign Tribal Extension Partnerships
- The authors’ have experience working with the Choctaw and Pawnee Agriculture programs that includes both tribal government and non-profit entities.
- Expanding capacity for Black and minority through support in developing cohesive strategies to increase access to equitable opportunities
Benefits include greater community outreach and close alignment with community plans and goals.

- Strengthening partnerships of small and startup 501c3 Non Profit Organizations
- The community organization provides the grouping aspect and mediates community member disagreements

Problems can occur with this approach though which can include the following:

- Older community organizations that do not have the energy for new initiatives
- Small and newer organizations that are not connected to community decision makers
OKLAHOMA LOCAL AGRICULTURAL COLLABORATIVE

Additional insight has been gained from the development of the Oklahoma Local Agricultural Collaborative (OLAC) which is a USDA project to build local food capacity among small-holder farmers in rural areas of Oklahoma.

WHO ARE THEY

The Oklahoma Local Agriculture Collaborative was established to strengthen and grow the capacity of Oklahoma’s local agriculture. OLAC serves to unite partner agencies with agriculture entrepreneurs to recognize and represent the needs of local agribusiness.

OLAC SURVEYS

Bringing together farmer participants for the regional local food meetings ONIE Project & Health Oklahomans Nutrition Alliance Foundation have conducted surveys of local food farmers and found that connecting to other farmers and understanding opportunities available to them helps improve livelihoods. Community non-Profits can take advantage of this.
Utilizing an asset-based approach for community development that emphasizes learning and building relationships with local minority communities, leveraging untapped resources like minority-focused organizations and networks (Erbstein et al., 2017).

- Tapping into a community perspective.
- Analyzing Black community perspectives
- Integration of urbanized focus and Extension’s role in adjusting their programming to better serve their needs.
This research is in the first phases but the authors have already gained significant insight into what approaches have been effective at multiplying the effects of extension and outreach efforts among marginalized rural community population segments.

- Approaches that have been most effective at building effective community based organizations.
HEALTHY SIGNS

- Organization leadership is engaged and Organization leaders are communicating
- Organization activities include a mix across the community of younger and older generation
- Positive outlook for the future

UNHEALTHY SIGNS

- Organization members and attendees of meetings are predominately family members
- Clear signs of interpersonal conflict with other community members
- Consistently low turnout for community activities
Seek opportunities to expand impact
Lean into the constant immersion of CBOs
Train Extension personnel to cultivate these relationships
Pour into CBOs, you’re on the same team
QUESTIONS?
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Identify healthcare barriers and needs of rural Oklahoma residents: An interview study among local community members

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Background

Rural-urban health disparities:
- higher all-cause mortality rates
- higher rates of premature morbidity and mortality from diseases such as cancer, heart disease, and childhood obesity
- lower access and use of health care services
- more likely to engage in unhealthy behaviors
To identify healthcare barriers and needs of rural Oklahoman and seek for potential solutions to increase healthcare access in the local communities.
Methods

Data Collection

20-minute one-on-one interview study

in person or via phone

April to July 2023

Participation criteria: being (a) 18 years or older, (b) being a resident in Tillman County of Oklahoma

IRB approval
Methods
Interview Questions

1. What types of healthcare services are you provided by local healthcare facilities?
2. What are the health services that you prefer to have but are not provided by your local healthcare facilities?
3. What barriers or challenges have prevented you from getting needed healthcare services?
4. Has the mobile health clinic had an impact on you or your community?
5. Not considering resource constraints, is there anything you want to see changed for your local healthcare facilities to better serve you and your community?
6. Any solution/suggestions to improve healthcare access to rural communities?
# Results

**Participants**

- **N = 14**
- Male (n = 3) and Female (n = 11)
- Age 37 – 80 (Mean = 55, SD = 17)

<table>
<thead>
<tr>
<th>ID</th>
<th>Gender</th>
<th>Age</th>
<th>Race</th>
<th>Years living in the community</th>
<th>Town</th>
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<tbody>
<tr>
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<td>46</td>
<td>White</td>
<td>42 years</td>
<td>Frederick</td>
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<td>31 years</td>
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<tr>
<td>3</td>
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<td>White</td>
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<td>Frederick</td>
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<tr>
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<td>73</td>
<td>White</td>
<td>73 years</td>
<td>Frederick</td>
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<tr>
<td>5</td>
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<td>3 years</td>
<td>Frederick</td>
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<tr>
<td>6</td>
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<td>46 years</td>
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<td>7</td>
<td>Woman</td>
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<td>Loveland</td>
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<td>8</td>
<td>Woman</td>
<td>76</td>
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<td>14</td>
<td>Woman</td>
<td>62</td>
<td>White</td>
<td>40 years</td>
<td>Frederick</td>
</tr>
</tbody>
</table>
Results
barriers to healthcare access:
long wait time for health appointments

“May take you six months or a year to get into somebody.”

“It's hard to get into see doctors. Two of them you couldn't get in to see till September. They're booked through September.”
Results

barriers to healthcare access: shortage of healthcare workers such as specialists (e.g., radiologists, cardiologists, OBGYNs, and behavioral health)

“We don't have any specialists or anything like that around here…. They do take all ages, but they're not technically a pediatrician.”

“Probably more than anything is location for special needs. And I don't mean eye doctors and kidney doctors and that kind of thing. I don't mean mental special ed, I mean specialized people, doctors. We're a long way from anywhere.”
Results

barriers to healthcare access: lack of healthcare facilities (e.g., no emergency room or hospital)

“My daughter broke her arm and we had to go clear to Altus, as there's no ER.”

“We have to drive about an hour if we have loved ones in the rest home or assisted living thing because there's not anything here.”
Results
barriers to healthcare access: long travel distance

“I drive 30 miles to get my eyes checked and my teeth clean. But I usually go to Oklahoma City, which is three hours such as mammograms and things like that.”

“I didn't feel well enough to even go to the doctor because it's so far.”

“Distance is a huge factor. It takes 40 minutes to get to Altus.”
Results

barriers to healthcare access: lack of transportation

“But just a general doctor's appointment, I mean, if somebody has to go out of town and they don't have a car... If they live on the south end of town, the clinic's on the north end of town, they've got to walk. And if something's wrong with them... you can't walk two miles to the doctor's office. So I think probably here, just transportation can be a huge barrier for people.”
Results

barriers to healthcare access:
patient-provider miscommunication

“There were so many doctors that he saw. It was hard. There was a lot of miscommunication. They don't communicate that well.”
Results
experience in using mobile health clinic services

“I've never experienced the mobile health clinic. However, I think that that could be a good thing, especially for constituents that don't have the ability to drive their car where they need to go, and if they come to them, I think that's nothing but a good thing.”

“I've not ever used that, although I've seen that they come here, but no, I've never utilized that.”
Results

potential solutions for increasing healthcare access:
providing language translation services on ambulances

“They can suggest things that the ambulance people can do. And also, the tablets that help translate for them to other languages. That's really an awesome asset to have because there are a lot of especially Spanish-speaking people around here. It's terrible to think that there could be a language barrier there. That could be what saves their life. Basic communication is huge.”
Results

potential solutions for increasing healthcare access: attracting providers to practice in rural communities

“I think maybe just increased providers for different specialties. Maybe if people could get into things maybe a little quicker and a little easier, maybe that would help.”
Results

potential solutions for increasing healthcare access: using multiple sources to disseminate health information

“I think the thing is changing on how we get our news. Social media is a big thing anymore, and I think that's definitely, especially for the younger generation. The older generation obviously wants to read it on a newspaper or in a letter. I think that's it. It depends on what population you're trying to target.”

“Just what we talked about, informing the public, which I think is a good idea to do social media, flyers, mail outs, however you can get to the people.”
Discussion

Intervention strategies reducing these identified barriers should be developed to increase the healthcare access among rural residents in Oklahoma.

• Improve patient-provider communication
• Enhance health literacy
• Provide language translation services
• Attract providers to practice in rural communities
• Use multiple sources to disseminate health information

A GIS dashboard for MHU services in health district 5
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Creating Social Capital with Underserved Communities in Rural Oklahoma

Dr. Ed Kirtley, Associate Dean
College of Engineering, Architecture and Technology
Oklahoma State University
Today’s Goal

Explore what social capital is and how it is developed in underserved rural communities.
Why social capital?

“Community-engaged research”
“...the goodwill that is engendered by the fabric of social relations and that can be mobilized to facilitate actions...”

Adler & Kwon, 2002, p. 17
A Community

Social Unit A
Social Unit B
Social Unit C
Social Unit D
5 Essential Personal Skills

• Cultural humility
• Perspective-taking
• Mutual respect
• Active listening
• Patience
A key to creating social capital with a community is *intentionality* – creating social capital is NOT left to chance.
Interactions

• Community character
• Social networks
  • Faith
  • Sports
  • Work
  • Community service
  • Ethnic
• Social network leaders (Gatekeepers)
• Planned/unplanned interactions
• Be seen in the community
Mutual Understanding

- Dialogue
- Values, expectations, needs
- Shared visions
- Cultural humility
- Perspective-taking
- Vulnerability
Social Trust

• Opportunities of reciprocal trust
• Intentional contributions
• Create positive transactions
• Keep commitments
Relationship Truths

• Interactions, mutual understanding and social trust are antecedents to relationships
• Relationships take time to build
• Relationships require communication
• Relationships require investment by all
• Relationships allow bonding, bridging, and linking social capital to develop