Engaged Journalism: Listening to Salem's Hispanic Community

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J463/563: ENGAGED JOURNALISM | SCHOOL OF JOURNALISM AND COMMUNICATION

UNIVERSITY OF OREGON

CITY OF Salem AT YOUR SERVICE

SCI Sustainable Cities Institute

SCYP Sustainable City Year Program

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Contents

4 About SCI

4 About SCYP

5 About City of Salem

6 Course Participants

7 Course Description

7 Executive Summary

8 Introduction

8 Methodology

12 Results

24 Recommendations

27 Conclusion

27 References

28 Appendix

About SCI

The Sustainable Cities Institute (SCI) is an applied think tank focusing on sustainability and cities through applied research, teaching, and community partnerships. We work across disciplines that match the complexity of cities to address sustainability challenges, from regional planning to building design and from enhancing engagement of diverse communities to understanding the impacts on municipal budgets from disruptive technologies and many issues in between.

SCI focuses on sustainability-based research and teaching opportunities through two primary efforts:

1. Our Sustainable City Year Program (SCYP), a massively scaled university-community partnership program that matches the resources of the University with one Oregon community each year to help advance that community's sustainability goals; and

2. Our Urbanism Next Center, which focuses on how autonomous vehicles, e-commerce, and the sharing economy will impact the form and function of cities.

In all cases, we share our expertise and experiences with scholars, policymakers, community leaders, and project partners. We further extend our impact via an annual Expert-in-Residence Program, SCI China visiting scholars program, study abroad course on redesigning cities for people on bicycle, and through our co-leadership of the Educational Partnerships for Innovation in Communities Network (EPIC-N), which is transferring SCYP to universities and communities across the globe. Our work connects student passion, 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 yearlong 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 that result in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

About City of Salem

The City of Salem is Oregon's second largest city (179,605; 2022) and the State's capital. A diverse community, Salem has well-established neighborhoods, a family-friendly ambiance, and a small town feel, with easy access to the Willamette riverfront and nearby outdoor recreation, and a variety of cultural opportunities.

The City is known for having one of Oregon's healthiest historic downtowns, hosts an airport with passenger air service, and is centrally located in the heart of the Willamette Valley, 47 miles south of Portland and an hour from the Cascade Mountains to the east and the ocean beaches to the west.

State government is Salem's largest employer, followed by the Salem-Keizer School District and Salem Health. The City also serves as a hub for area farming communities and is a major agricultural food processing center. A plethora of higher education institutions are located in Salem, ranging from public Western Oregon University, private Willamette and Corban universities, and Chemeketa Community College.

Salem is in the midst of sustained, steady growth. As a "full-service" city, it provides residents with services such as police and fire protection, emergency services, sewage collection and treatment, and safe drinking water. Salem also provides planning and permitting to help manage

growth, as well as economic development to support job creation and downtown development. The City also provides 2,338 acres of parks, libraries and educational programs, housing and social services, public spaces, streetscaping, and public art.

Salem's vision is a safe, livable, and sustainable capital city, with a thriving economy and a vibrant community that is welcoming to all. The City's mission is to provide fiscally sustainable and quality services to enrich the lives of present and future residents, protect and enhance the quality of the environment and neighborhoods, and support the vitality of the economy. The City is in the midst of a variety of planning efforts that will shape its future, ranging from climate action planning and implementation, a transportation system plan update, as well as parks master planning.

This SCYP and City of Salem partnership is possible in part due to support from U.S. Senators Ron Wyden and Jeff Merkley, as well as former Congressman Peter DeFazio, who secured federal funding for SCYP through Congressionally Directed Spending. With additional funding from the city, the partnership will allow UO students and faculty to study and make recommendations on city-identified projects and issues.

About Agora Journalism Center

The Agora Journalism Center at the School of Journalism and Communication (SOJC) is the University of Oregon's forum for the future of local news and civic health in Oregon and beyond. The center was formed in 2014 with the foundational belief that the health of democracy and journalism are inextricably linked. Since then, the center has been a critical champion for the idea that professional journalism must become more participatory and collaborative with the public if journalism is to meaningfully improve communities' information health and earn the public's trust in local news media.

Course Participants

UNDERGRADUATE

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Grey Kamasz

Course Description

J463/563: ENGAGED JOURNALISM

This course focuses on reporting special topics, including the environment, business and economics, politics, health and medicine, science, and the arts; and digital and multiplatform journalism.

Information gaps are where misinformation breeds, and accountability goes to die. The initiative has dual objectives: to enhance local news and civic information's quality and reach and to build stronger, more resilient community bonds. Rooted in the conviction that a well-informed public is essential for a functioning democracy, the project aspires to be a conduit for community-driven solutions and democratic participation.

Executive Summary

Working with SCI's Sustainable City Year Program (SCYP) and the City of Salem, this class sought to understand how information flows through the Hispanic community in Salem. This Engaged Journalism course conducted a survey, facilitated a conversation with 80 students, and visited Salem to better understand community information needs. Recommendations support greater information access for these communities via collaborations with local entities.

Divided into age groups ranging from under 18 to over 65, with the largest demographic being the under 18 category, 36% of residents indicated that sharing information among coworkers and classmates constituted the primary channel for learning about events that held significance for them or their community. Participants generally gravitated to personal networks and social media when locating community information. The survey revealed that when an event occurred within their community, most residents turned to their personal networks, such as Facebook groups, and social media platforms like Instagram and TikTok for further insights. Half of the participants mentioned K-12 education as the prime issue of importance.

Based on these findings, the Engaged Journalism class compiled the following categories of recommendations to better meet the information needs of Salem's Hispanic community: media literacy enhancement via local news collaboration; short-form content distribution through Instagram and TikTok; and bilingual resource guides distributed in popular third spaces (community centers, schools, etc.); centralized radio collaborations exploring pivotal topics distributed on bilingual platforms; and local civic information community gatherings hosted in popular third-party spaces.

Introduction

To better understand Salem's Hispanic population's informational and communicative needs, a team of University of Oregon journalism students, in collaboration with the Agora Journalism Center (Professor DeVigal is also the director of the center), developed a survey based on the Listening Post Collective's Playbook. This survey was co-designed to gather information on the news and information habits of Salem's Hispanic community. With community engagement at the heart of the study, Oregon students met with peers from the Salem-Keizer School District and others enrolled in the Willamette Academy to analyze and share more about the goals and intentions of the study. The students engaged in community networking, conversing with residents, promoting both English and Spanish survey versions, and distributing informational flyers in high-traffic community areas. This community engagement assessment is intended to increase survey participation and, consequently, to gather more extensive data about the community's news and information sources. Drawing on the survey findings and the University of Oregon students' recent research in Engaged Journalism, this report offers community-centric recommendations for the city of Salem, its high schools, and local media outlets on enhancing the collection and dissemination of news and information for the Hispanic students, consumers, and broader community.

FIG. 1

Engaged Journalism students learning from Luis Mendoza, Capital Community Media's Community Facilitator

Methodology

UNDERSTANDING THE COMMUNITY

Given the limited timeframe for this project, conducting a city-wide assessment was deemed too challenging, leading to a focused effort on the Spanish-speaking community in Salem. Concurrently, the class collaborated with the City of Salem's Youth Development Education and Outreach Coordinator, Laurie Shaw Casarez.

Recognizing the diversity within communities, shaped by race, gender, and socioeconomic status, it is critical to acknowledge the inherent limitations of any sampling method. Due to intersectionality and pluralism, the survey responses could not capture every perspective, which leaves gaps that can perpetuate generalizations in a community. Student collaboration with community partners, including Mano a Mano and Willamette Academy, significantly enhances the quality of their study by acknowledging and respecting the complexities of the community.

FIG. 2

Willamette Academy students review the online survey

SITE VISIT

FIG. 3

Student Daniel Teitelbaum (right) and Professor Andrew DeVigal (left) interviewed by Capital Community Media (not shown Courtney Knox Busch, City of Salem)

Before the Engaged Journalism cohort ventured to Salem, Andrew DeVigal, director of the Agora Journalism Center, connected with the executive director of Willamette Academy Delia Olmos-Garcia, to facilitate a student session. McKay and North Salem High School students participated in the listening session as DeVigal discussed the information assessment project and survey. The high school students also distributed surveys within their networks and promoted them at their schools.

During the trip to Salem, the team conducted an interactive session with the students of Willamette Academy to delve deeper into their ideas of media literacy and the information ecosystem. The team dispersed to occupy different tables, engaging with students to facilitate conversations and promote inclusivity. This session utilized Slido, a slideshow tool that enhances audience interaction. Through Slido, team members asked questions regarding students' experiences interacting with journalism, leading to group discussions for deeper exploration of their ideas.

This exercise would gain insight from the perspectives of these youth groups and encourage them to participate in these academic discussions while elevating their thoughts. Following each question, the team regrouped to allow students to share their thoughts and perspectives. Slido also enabled all students to participate using their smartphones, making it easy to participate. Nearing the end of the session, the team sought to contextualize students' concepts of media literacy through the online survey. After the session, the team gathered again, distributing our survey to local areas in Salem that were popular with the target population, such as flea markets, bakeries, and supermarkets.

Daniel Teitelbaum, Andrew DeVigal, and Courtney Knox-Bush were interviewed by Ashley Jackson Lawrence, the Community News and Information Specialist at Capital Community Media for the City of Salem. Their interview shared the goals of the information assessment project. It also outlined SCYP's role in connecting the University of Oregon, with the city of Salem.

Results

DEMOGRAPHIC INFORMATION

Age, Gender

The survey data shows the distribution of participants by age group and gender identity. The most popular age group was under 18, with 150 participants, followed by the 18-24 age group with 37 participants. In terms of gender identity, there were 139 female participants and 115 male participants. The data also includes responses from individuals identifying as gender non-conforming, queer, 'do not wish to disclose,' and genderfluid.

ZIP Codes, Home Status

The bar chart illustrates the distribution of participants by ZIP code, years lived in Salem, and home status, indicating popular ZIP codes, years lived in Salem, and the majority of participants being homeowners.

FIG. 4

Engaged Journalism students using the Dotmocracy method to surface common themes

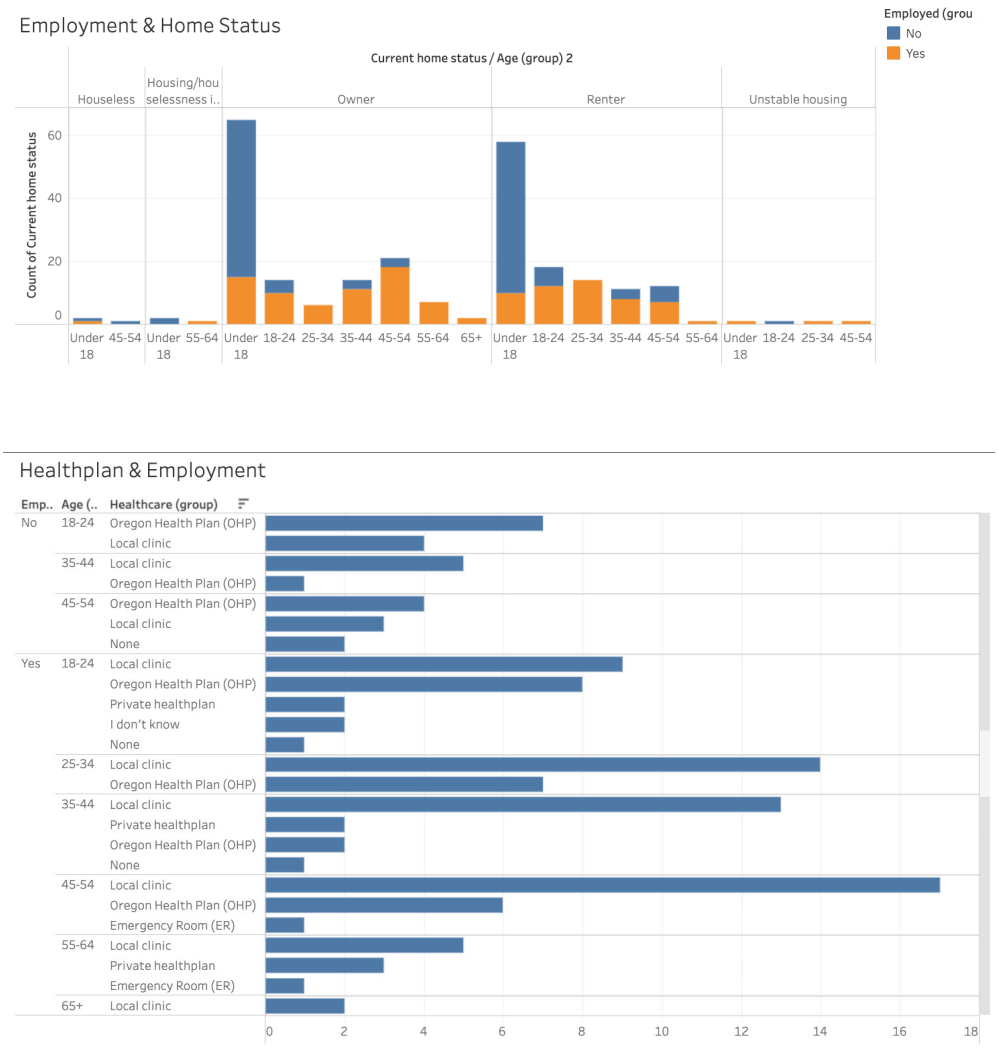


FIG. 5

Survey results

Occupation/School

The survey responses for employment are relatively scattered. An even amount of community members currently work, around 123 responses, and those who don't, which was 124 responses. 98 participants who noted that they were not employed were under 18. Most participants who were employed were between the ages of 45-54. The data also showed that the under-18 participants also marked that they were in school. Most of them disclosed that they attended North Salem High School (49 mentions), McKay High School (22 mentions), and finally McNary High School (15 mentions).

Language

Variation in languages appeared to favor Spanish speakers. One hundred and eighty recipients reported that they spoke the language. One hundred and fifty-three participants spoke in English. The survey also reported that several recipients, 101 mentions, use "Spanglish" in their everyday life. This is an informal mix between English and Spanish. The outliers of the language category, responses with only one report, are Swahili, Portuguese, Hmong, and Vietnamese. The survey responses for employment are relatively scattered.

There is almost an even amount of community members who currently work, which was 123 responses, and those who don't, which was 124 responses. Ninety-eight of those who marked that they were not employed were under the age of 18. The large majority of who marked that they were employed were between the ages of 45-54. Finally, language variations appeared to favor Spanish speakers; 180 recipients reported that they spoke the language. Those who also speak English totaled 153.

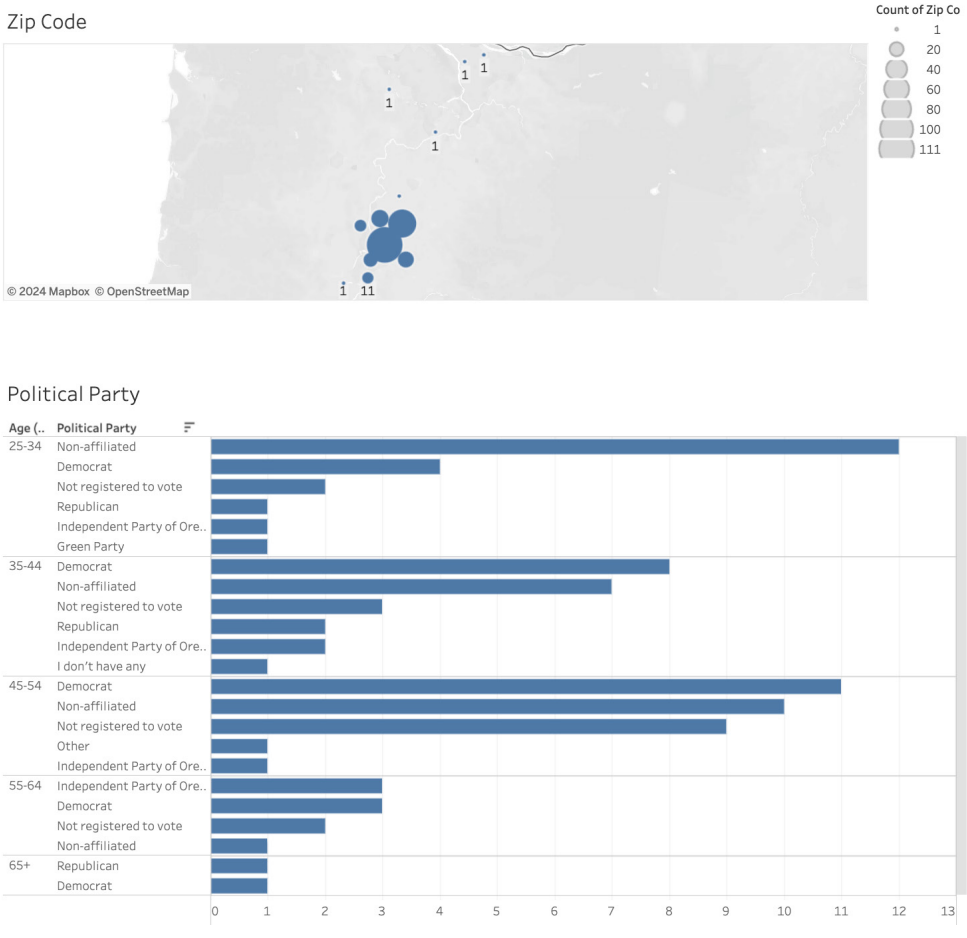


FIG. 6

Survey results

Political Party

The survey of 68 participants shows that Democrats and non-affiliated individuals are the most popular political affiliations across various age groups, with notable variations such as strong Democratic representation in the 45-54 age group and ties in the older age brackets.

Health Care

Out of 90 responses, 54.4% of students get their healthcare from a clinic. 32.2% of students said that “their parents know” where they get their healthcare or even access it. These were the two most popular responses regarding healthcare. In third place was the Emergency Room (ER).

SOCIAL MEDIA ACCOUNTS AND DIGITAL PLATFORMS

FIG. 7

Professor DeVigal sharing information with North Salem High School Leadership students

The data derived from the online survey shows that the top three information sources are Instagram, TikTok, and word-of-mouth. Nelly Rodríguez from Cita Con Nelly and La Jarochita Media were specifically named as influencers. They are part of the commercial radio station La Campeona, one of the few Spanish-speaking media outlets in Salem.
“I rarely access any local news. Occasional articles on Facebook are the only source. When I do access them, it’s usually on social media,” said one surveyee, who identified as under-18 . This quote emphasizes the importance of news in Spanish for this Salem community. Across all age groups, personal networks are the first place many people learn about important things happening in their community. Many rely on their family and friends as information sources. Co-workers also ranked high as well and Facebook and SMS are also platform sources, which also indicate more closed circles and networks. One McNary High School student said, “My AP Government and Politics teacher tells me even more ways to be informed.” Information networks looked different among older participants. Personal networks

also include parent/student square, a communication platform between families and schools.

The City of Salem website and Latinos Unidos Siempre are popular places where participants get information. One surveyee in the 25 to 34 age range said, "I work for a local nonprofit, so a lot of my information comes from word of mouth from working in the city." Instagram and TikTok were among the most popular among participants under 18, with 73 and 72 responses respectively. Facebook was most popular with participants between the ages of 45 and 54, with 22 responses.

- **When something happens that matters to you or your community, where do you hear about it first?**
  by age

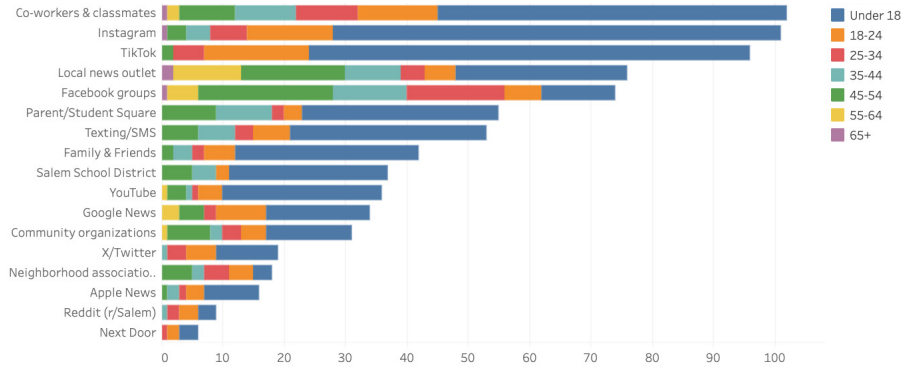


FIG. 8
Survey results

Additional entries that received fewer than ten mentions: WhatsApp (4), BAND/Remind (4), Newsletter/Emails (3), Snapchat (3), Parks & Recreation (2), City Con Nelly (2), Yahoo News (1), Discord (1), Capital Community Media (1)

LOCAL NEWS OUTLETS

Based on the respondent's selection from a pre-determined list, the Stateman Journal and Portland-based broadcast news stations, KPTV and KATU, were the primary local news outlets that people turned to when something happened in their community.

However, when looking at the responses to open-ended questions provided by participants, some of the most consumed outlets were local radio stations. This response was consistent across all age groups. Many of the quotes from participants suggest some overlap in how the radio news consumption of older age groups influences the younger age groups.

One under-18 participant responded, "I listen to the radio sometimes when I'm with my mom in the car, and she only listens to Spanish news. I see articles sometimes from Google or on

Instagram containing those sources, but I don't necessarily search for them." Another under-18 participant responded, "Normally my family and I don't go to a website to find something in more depth because time is an issue, but just listening to the radio while driving to our destinations or when we are doing something while hearing is the way we receive news."

These responses and others like them indicate that the children of parents who get their news on the radio also will consider and remember the radio as a reliable outlet for news, making these stations familiar across age groups. The inherent passivity of radio news is part of its appeal, removing the need to find time to look up the news online. According to survey responses, the most popular stations were La Campoena (KWIP 880), El Rey (KRYP 931), and Radio Poder 98.3. Notably, these stations are in Spanish, demonstrating consistent interest in Spanish radio for the participants.

Outside of radio, social media serves as the main platform in which participants access news. According to one under-18 participant, "I visit social media most frequently, so I probably only go into these news sources about once a week." Other under-18 participants had similar responses. "I usually get my news through social media such as Twitter and many other outlets like Statesman Journal, FOX 12, etc."

Based on these responses, students concluded outlets that can tap into being present on social media are the ones most likely to be recognized by younger participants. Like radio, the passivity of social media seems to be a useful outlet for reaching younger audiences. Outlets such as the Statesman Journal, KPTV, and KATU were reportedly popular but are often not accessed directly from the source, with mediums such as radio, TV, and social media functioning as newsstands that relay news to the participants. Though outlets may have the recognition of the community, their social media counterparts are the entry points for news consumers.

When something happens in your community, which local news outlets do you visit to learn more?

by age

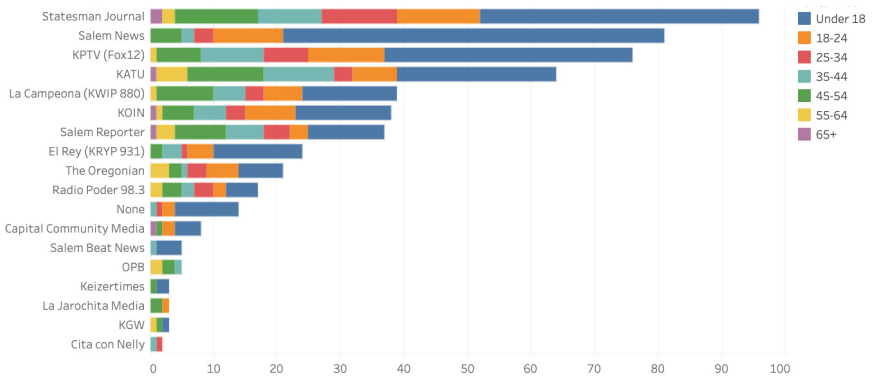


FIG. 9

Survey results

Additional entries that received one mention: Google, Ground News, Internet, News on TV, Salem Patch, Telemundo, Today@Willamette, Univision

PHYSICAL SPACES

FIG. 10

Students visit a local Panderia/Bakery in Salem

Unsurprisingly, schools were the most popular physical space for sharing information, according to 210 participants. Community centers, sporting events, places of worship, libraries, and shopping centers were also cited as popular information-sharing spaces. Most reported hearing information through word-of-mouth from friends, teachers, and peers during school time, with one respondent mentioning, "In some classrooms, they bring the topic, and we discuss it as a class."

Community centers ranked second as a place for information dissemination. One participant stated, "Most often, info is posted in the local store/community area and is accessed only by those in need of specific information or those wanting to stay up-to-date and informed." Spanish-speaking spaces, the Lancaster Flea Market amassed over 900 followers on Facebook, marking it as a community gathering spot for the South Salem district of around 29,000.

Shopping centers are prominent third spaces in which information spreads across the community. Participants interact with this information via conversations, gossip, and/or announcements. “I often see posters, pamphlets, etc. in places like these, and also from people in the spaces there will sometimes be open conversations,” said one surveyee. Accessing tangible information available in public spaces for consumers to take with them, take pictures of, or see repeatedly proves essential for community engagement.

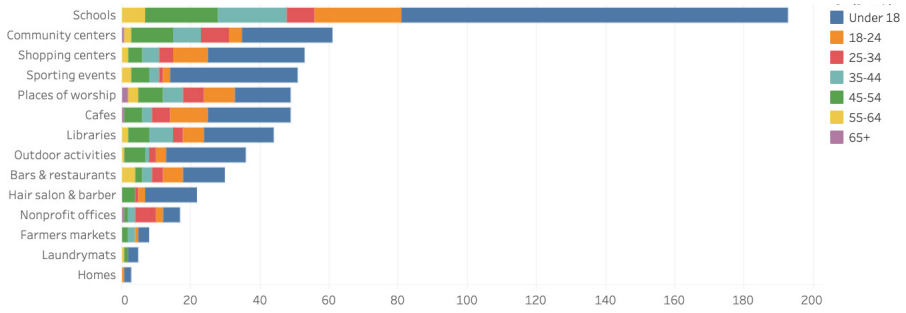
Sporting events were the fourth most popular spaces for community members to share information. One surveyee noted that sporting events allow people from all over different parts of Salem [to] interact with one another and share information that can be valuable. Those who ranked sporting events as prominent third spaces for information dissemination were primarily under 18, with the next most popular age group being 45-54.

Where are the physical spaces where people come together and share information in your community?

by age

FIG. 11

Survey results



Additional entries that received one mention: Capitolio, Church, Willamette Academy, Music Venues, Social Media, Theatre

FIG. 12

Presenting the survey at one of Willamette Academy's Saturday sessions

COMMUNITY INFORMATION NEEDS

The most important type of information

Participants determined that education was the most pertinent topic, especially the issue of the school district's underfunding, which affected some students' safety and support. "Making schools a safe place for even those that immigrate here, don't understand how to speak English, and can't keep up with the school," said one surveyee in the under-18 bracket.

Homelessness and housing responses reveal that the lack of accessible and affordable housing is contributing to a rising homeless population. The most significant crime-related concerns for participants are gun violence and locality, with mentions of gang-related violence, inadequate police/government response, and lack of accountability and transparency.

Out of the following, what type of information is most important to you?

by age

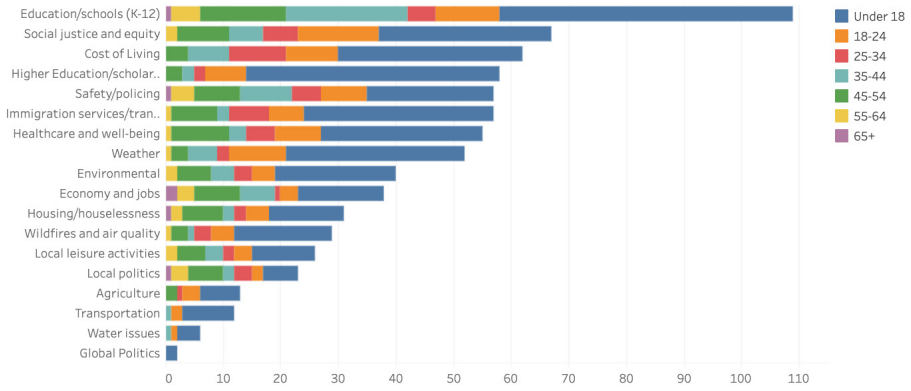


FIG. 13

Survey results

Additional entries that received one mention: Corruption, Faith Based News, Gangs, Neighborhood Livability, Sports

In the environmental issues category, the most important topics were climate change, pollution, forest fires, and waste management. “Environmental issues should receive more attention and coverage because they’re damaging communities and the world around us,” said a survey respondent aged 18-24. Participants also highlighted budgeting crises, lack of public transportation, and narrowing job opportunities as significant challenges to their cost of living, exacerbating economic disparities in the community.

Informed about what's happening in your community

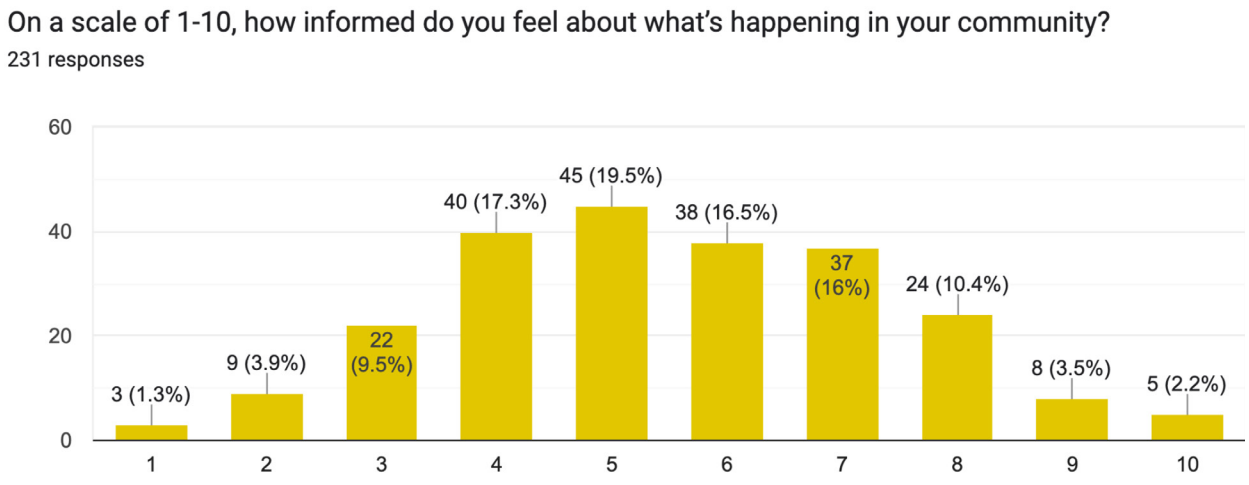


FIG. 14

Survey results

Out of the population surveyed, many felt moderately informed. These numbers reflect a generally positive response to government-sponsored news coverage. However, as mentioned, there are still several key issues the local media doesn't cover that the community wants to know. An increase in news coverage centered around environmental ethics and policy, surveying local crime, and education aligns greater with the majority of the surveyed participants.

The population surveyed also doesn't feel as informed on what's happening in local government. On a scale of 1-10, 69.4% of the population rates as below a 5 in knowledge of local government dealings. This same statistic can be applied to their ability to participate in local politics. In 2022, only 62.2% of eligible voters in Marion County voted, and local elections tend to have even lower turnout than general elections. As we look at younger people, voter turnout continues to decrease. Young people in Marion County voted even less in the 2022 general election. Only 40.1% of eligible voters 18-24 turned out to vote.

Informed about local government and participate in local politics

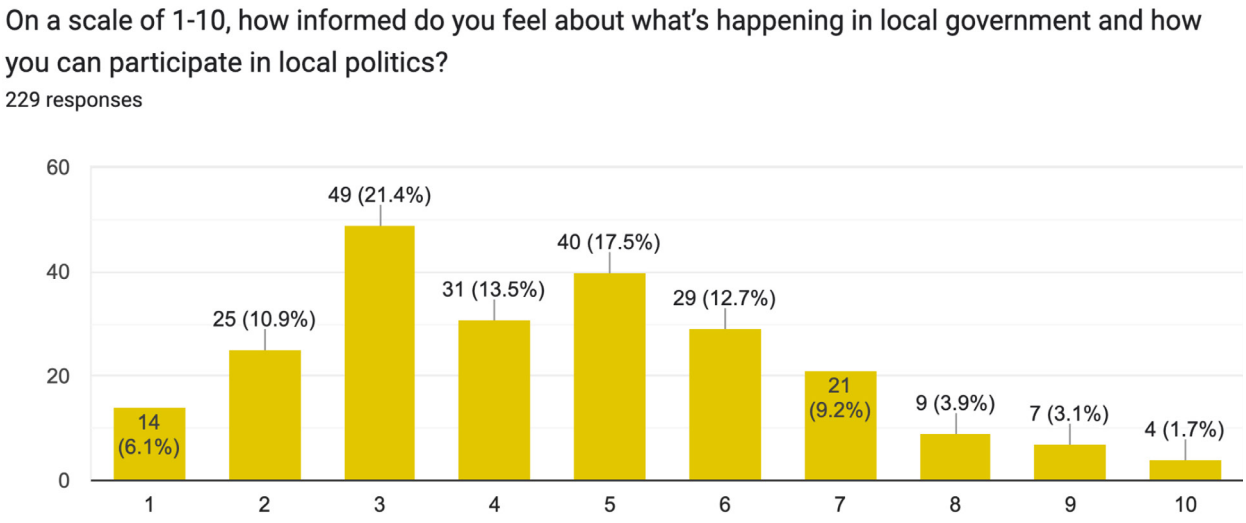


FIG. 15

Survey results

Is there anything else you'd like to share with us?

The survey left a portion for participant interaction, asking an open-ended question aimed at receiving feedback for the survey. Of the 270 participants, 90 commented at the end of the form.

"Thank you for paying attention to the information needs of the Spanish-speaking people in Oregon. I hope you can communicate the results with the communities - they would be very interesting," said one surveyee between 35-44. These claims act as a precursor to our recommendations stemming from responses made directly on the survey.

Survey respondents expressed a range of specific inquiries and suggestions, including finding reliable local news sources, recommending non-partisan news outlets, addressing misinformation on social media, and increasing Spanish language information and support for local Spanish radio. Personal interests and statements included appreciation for Willamette Academy, and concerns about housing stability, healthcare, and the cost of living. Miscellaneous comments highlighted the lack of nice parks and affordable sports, a disclaimer about not using social media, and the need for responsible use of guns.

Recommendations

RECOMMENDATION #1

Youth Engagement

Young participants prefer digital platforms and direct communication. The first recommendation centers around Salem media outlets developing strategies specifically engaging young people, such as educational partnerships, youth journalism programs, and content created by tailored for younger audiences. The goal would be to partner with and create a program with the Salem school district and local media to design a weekly show distributed on their Instagram accounts. The program could be called Salem 10, similar to CNN 10 with Carl Azuz, and would share condensed, simplified, easy-to-consume videos explaining the most important news stories for the week. Students would work alongside professional journalists to produce a news story, aimed to engage younger news consumers.

Survey data shows that younger participants primarily consume news through social media and video formats. To better engage this target audience, redesigning news stories to align with these preferences could be effective. Partnering with independent influencers, like Nelly Rodriguez from La Campeona, and popular businesses in Salem can help relate news, ongoing stories, and content to youth media habits. By leveraging these influencers to share content, the city can increase visibility and engagement with its news among younger audiences.

This initiative can help students learn media literacy and multimedia production by offering an elective class focused on innovative use of social media platforms. The class would teach students how to market video and photojournalism

FIG. 16

Engaged Journalism students using the 35 Cards facilitation technique to cluster urgent needs

on Instagram and TikTok, leveraging the apps' popularity and simplicity as highlighted in the survey. Acting as an engaged journalism newsroom, students would stay current with local news, create online news content. By teaching media literacy and multimedia in this format, the class aims to increase youth engagement with news, given their reliance on social media.

An example of community partnership fostering media literacy is a community fair hosted by Sacramentos' CapRadio in 2020. A partnership between a local elementary and a community radio station, they used keen advertising, such as flyers integrated into parent-teacher conference nights and video advertisements distributed on school social media sites, to draw people to their community fair. By teaming up with their local Meadowview Elementary School, CapRadio spurred successes in their student interaction. The event held supervised activities where community members built their neighborhoods with pipe cleaners, pompoms, and chalk. A designated kids zone had an area where youth could map their neighborhoods, allowing for a better understanding of audience density. Finally, media literacy conversations were facilitated in small groups between parents, children, and local radio station workers. With over 100 people in attendance, the result was a harmonious, easily replicable event (Maria-Ross, J, 2021).

RECOMMENDATION #2

Several surveyors are unsure where to go for news on topics they find most relevant to them, especially in their primary language. Students suggest creating resource guides that compile civic information such as using the library to learn about local events and important government meetings.

The guides must be bilingual. A lack of Spanish material plays a role in barring citizens from participating in the community. Ensuring multiple languages are available makes the guide inherently more inclusive.

Consider what materials the local government might already be developing to address the need for resource guides. Although the city website serves as a resource guide, it could enhance information awareness among Salem residents through better marketing. Survey results indicate that most residents get their information from TikTok, Instagram, and word-of-mouth, which aligns with a Pew Research finding that many Americans prefer interacting with news on social media due to its convenience, speed, and interactive nature.

Distribution of these resource guides shouldn't be limited to digital formats. Producing physical guides and placing them in popular community spaces, such as schools, community centers, and cafes, should also be considered. Additionally, short-form video content on social media should be prioritized to boost engagement.

RECOMMENDATION #3

Radio Poder is a Spanish-speaking news source for the Salem community. Students recommend that Radio Poder and Mano a Mano conduct deeper listening sessions to enhance community engagement and address information gaps. Utilizing the outreach capabilities of both Mano a Mano and Radio Poder, these sessions would help identify community needs and provide Radio Poder with ideas for improving their coverage. These listening sessions would serve as a follow-up to the survey, directly addressing the information gaps identified.

RECOMMENDATION #4

Our fourth recommendation is to create a general information system that provides residents with an online hub of resources to refer to at any time. This system would be available online through an official website for Salem dedicated to providing accessible local news information and resources to community members.

To build this website, creators of the online hub should refer to examples made by other communities or non-profit organizations, such as CivicLex and Community Info Coop. In a comprehensive information hub, there would be sections of the website for general city issues, recent articles from local outlets, and resources on how to get engaged in local political events and network with community leaders and organizations.

The civic information hub would provide a platform for the mainstream sources (Oregonian, Statesman Journal, Salem Reporter, KATU, etc.) It would also offer access to Spanish outlets like Capital Community Media, La Campeona, El Rey, and Radio Poder. Bringing together various news sources, in both English and Spanish, would make information more easily accessible for communities across Salem that may look to alternative news sources than the typical Statesman Journal or Oregonian.

An online hub could offer a collaborative platform for community organizations, where they could work with each other, people, and news outlets to boost their media and citizen engagement. Organizations like Mano a Mano could have access to and help from the civic hub by being able to offer extended resources to their community and have a broader offering of services.

Conclusion

Through a survey, site visit, and small group discussions, the Engaged Journalism class developed a deeper understanding of Salem's Hispanic population's information systems and interactions. Students found that young residents relied heavily on Instagram and TikTok while older residents used local bilingual media such as La Camponea to discover and share local information, reported a lack of physical gathering spaces, and consumed and trusted some traditional news sources like the Statesman Journal.

Based on the findings, the Engaged Journalism cohort developed several recommendations. They center around engaging youth in local news via community partnerships, designing and distributing bilingual resource guides in popular third spaces, such as churches and community centers, and funding resources to local media, such as Radio Poder and Mano a Mano. Members of this Engaged Journalism project hope the findings and recommendations presented will help the City of Salem improve its community's information ecosystem.

A healthy information ecosystem responds to community members' information needs and includes their voices. Continuing to learn about existing information needs, developing further channels of communication, and taking advantage of the platforms already being used can help the City of Salem engage residents in finding and sharing the information they need.

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https://www.salemreporter.com/

https://www.statesmanjournal.com/

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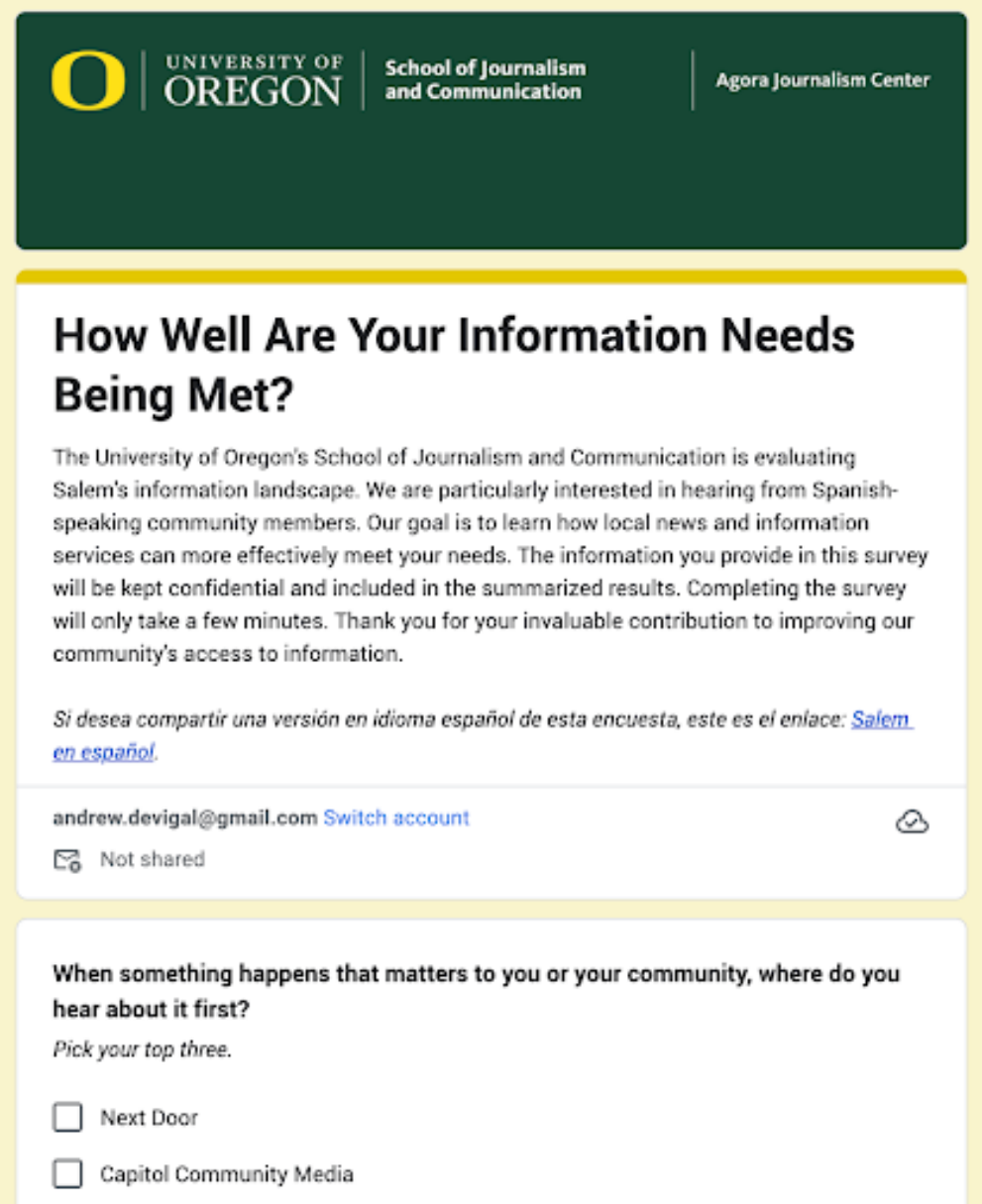
https://www.facebook.com/people/Lancaster-flea-Market/100054292579645/

Appendix

ONLINE SURVEY



UNIVERSITY OF OREGON | School of Journalism and Communication | Agora Journalism Center

How Well Are Your Information Needs Being Met?

The University of Oregon's School of Journalism and Communication is evaluating Salem's information landscape. We are particularly interested in hearing from Spanish-speaking community members. Our goal is to learn how local news and information services can more effectively meet your needs. The information you provide in this survey will be kept confidential and included in the summarized results. Completing the survey will only take a few minutes. Thank you for your invaluable contribution to improving our community's access to information.

Si desea compartir una versión en idioma español de esta encuesta, este es el enlace: Salem en español.

andrew.devigal@gmail.com Switch account

Not shared

When something happens that matters to you or your community, where do you hear about it first?

Pick your top three.

- [ ] Next Door
- [ ] Capitol Community Media

When something happens that matters to you or your community, where do you hear about it first?

Pick your top three.

- [ ] Parent/ Student Square
- [ ] Family & Friends
- [ ] Instagram
- [ ] Texting / SMS
- [ ] Local news outlet
- [ ] Neighborhood associations' websites/newsletters
- [ ] WhatsApp
- [ ] Next Door
- [ ] Yahoo News
- [ ] Google News
- [ ] Community organizations' websites/newsletters (Mano a Mano Family Center, LUS, Willamette Academy, Salem for Refugees, etc.)
- [ ] Co-workers, classmates
- [ ] Apple News
- [ ] X/Twitter
- [ ] Capitol Community Media
- [ ] Parks & Recreation
- [ ] Facebook groups
- [ ] YouTube

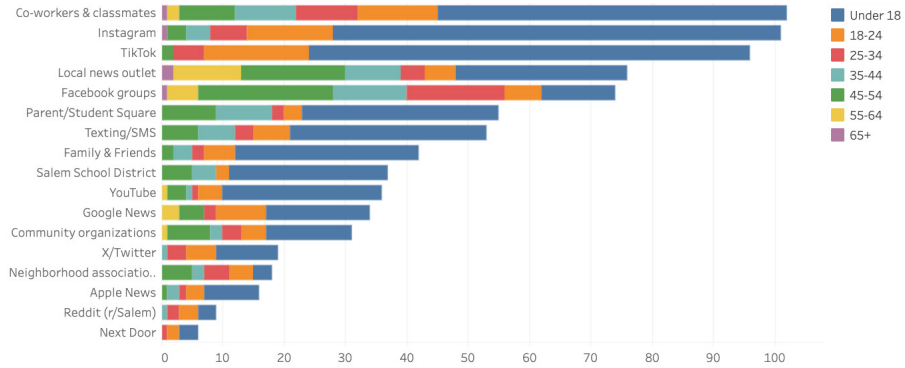
SURVEY QUESTIONS

1. When something happens that matters to you or your community, where do you hear about it first?
2. Please name additional social media accounts, websites, or individuals you rely on for trustworthy community news and information in Salem.
3. When something happens in your community, which local news outlets do you visit to learn more?
4. Please provide context to your answer above.
5. Where are the physical spaces where people come together and share information in your community?
6. How is information shared in those spaces?
7. Out of the following, what type of information is most important to you?
8. What is one local issue that you believe should receive more attention and coverage?
9. On a scale of 1-10, how informed do you feel about what's happening in your community?
10. On a scale of 1-10, how informed do you feel about what's happening in local government, and how you can participate in local politics?
11. Your name
12. Age
13. Zip Code
14. How many years have you lived in the Salem area?
15. Current home status
16. Are you currently employed?
17. Occupation/school
18. Which racial or ethnic background do you most identify with?
19. What is the primary language spoken at home?
20. What is your identified gender?
21. How do you currently get healthcare?
22. What is your party registration?
23. Is there anything else you'd like to share with us?

(Survey questions are also provided in Spanish)

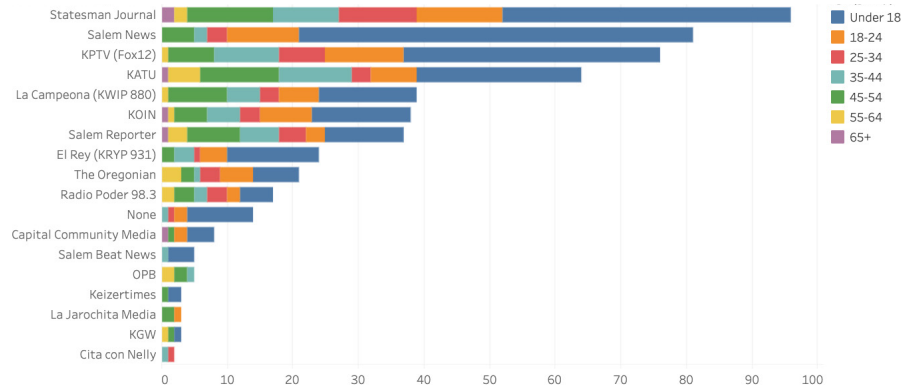
Tableau Figures

- **When something happens that matters to you or your community, where do you hear about it first?**
  by age



Additional entries that received fewer than ten mentions: WhatsApp (4), BAND/Remind (4), Newsletter/Emails (3), Snapchat (3), Parks & Recreation (2), City Con Nelly (2), Yahoo News (1), Discord (1), Capital Community Media (1)

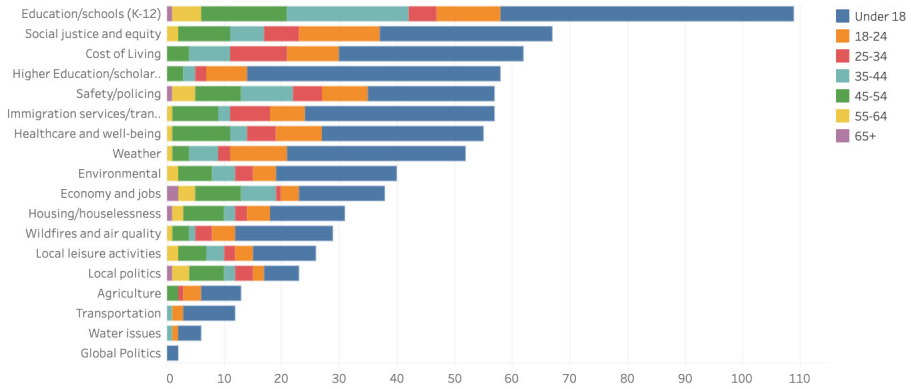
- **When something happens in your community, which local news outlets do you visit to learn more?**
  by age



Additional entries that received one mention: Google, Ground News, Internet, News on TV, Salem Patch, Telemundo, Today@Willamette, Univision

Out of the following, what type of information is most important to you?

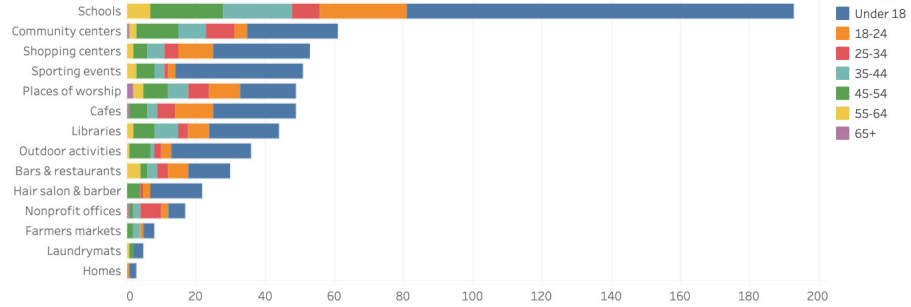
by age



Additional entries that received one mention: Corruption, Faith Based News, Gangs, Neighborhood Livability, Sports

Where are the physical spaces where people come together and share information in your community?

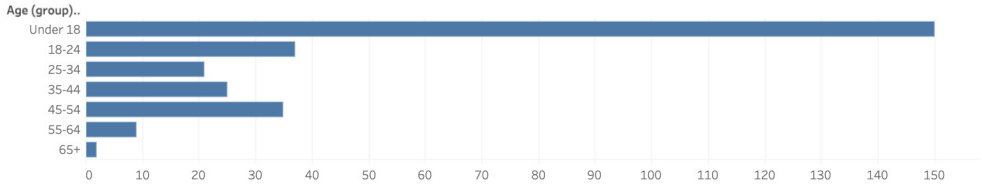
by age



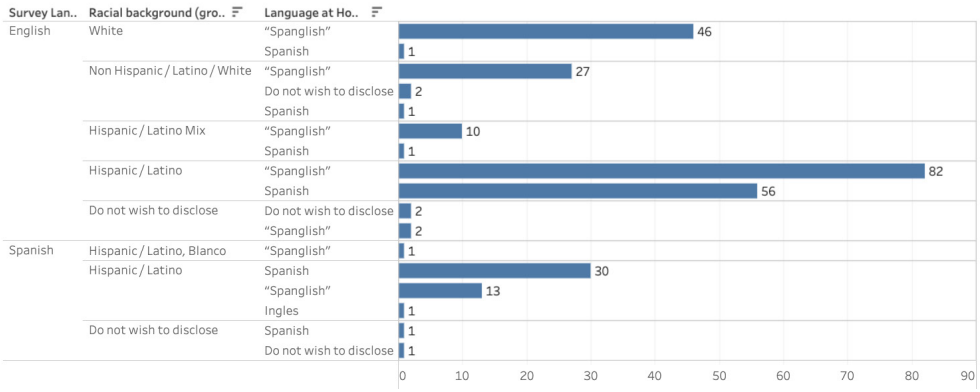
Additional entries that received one mention: Capitolio, Church, Willamette Academy, Music Venues, Social Media, Theatre

Additional Charts

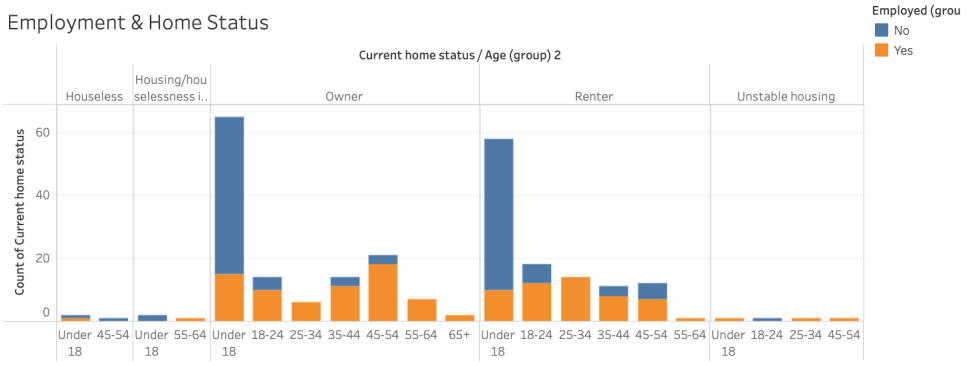
Age



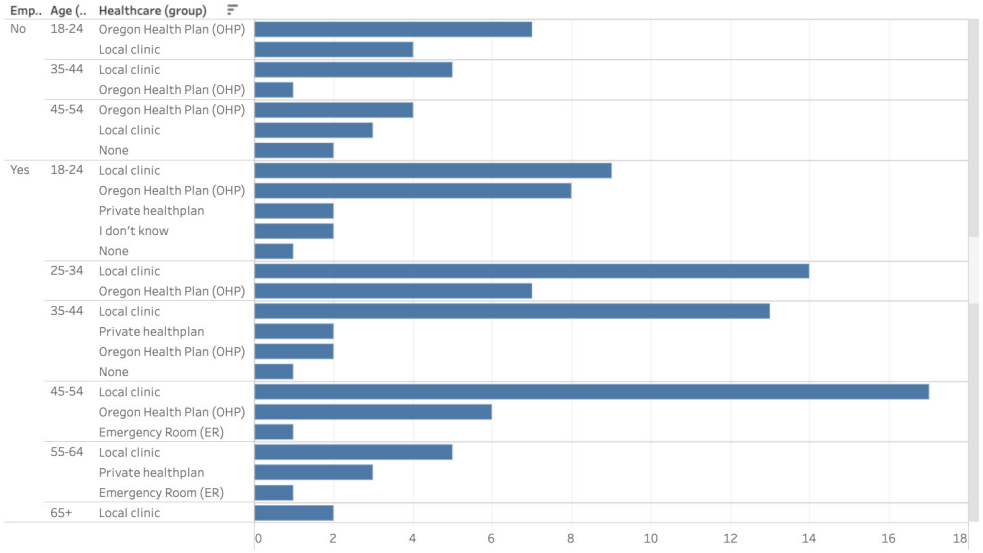
Language & Background



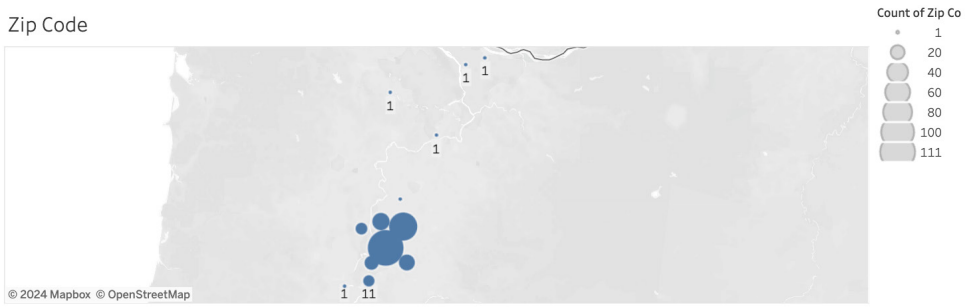
Employment & Home Status



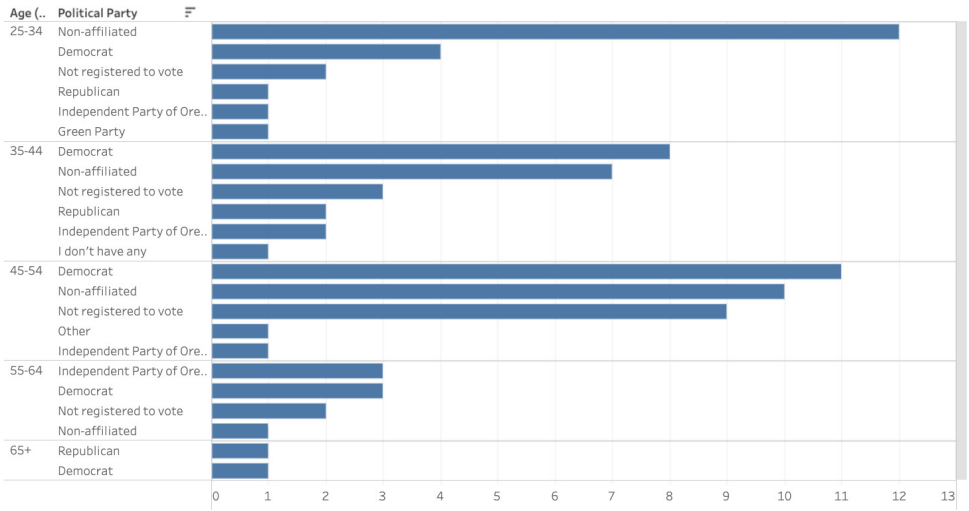
Healthplan & Employment



Zip Code



Political Party



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