

Rebuilding Local Information-Sharing Systems

In a fractured media landscape, communities are struggling to reach people with the information they need.

THE CHALLENGE

- Local media has often struggled and downsized over the past 25 years, and no single method reaches everyone.
- Local governments, community groups, and individuals all struggle to communicate about events, policy, and opportunities to engage.
- Civic trust has eroded as local control has weakened. (There is nothing local about an algorithm.)
- Rebuilding trust will take both old and new media solutions, and the region has some innovative efforts under way using different tools.
- This issue is foundational for coordinated action on many other regional challenges.
- Process participants [brainstormed many potential actions](#) to address the gap.

OUR ROLE

This area is identified for further study. Northspan and Northland Foundation will hold proactive conversations, support invested partners, and stay available for discussion, while focusing near-term energy on housing and leadership development. We welcome leadership from others.

TAKE ACTION

REGIONAL

- Working in this space, or have related thoughts?
Contact Karl Schuettler at kschuettler@northspan.org
- Engage with the [Press Forward](#) initiative supporting local news

LOCAL

- Assess how your community engages with news and information
- Test new engagement tools that reach or represent more audiences
- Build local marketing capacity for clear, consistent messaging

See the full report and project updates at <https://www.northspan.org/thriving-rural-communities/>