LISTEN AND SEED

An evaluation of how civic media design served people's information needs in Fresno, USA.

Lindsay Green-Barber
Hannah Stonebraker

25
X25

iMPACT ARCHITECTS

Internews

25
x25

25X25 SERIES

Internews is an international non-profit that supports independent media in 100 countries — from radio stations in refugee camps, to hyper-local news outlets, to filmmakers and technologists. We train journalists and digital rights activists, tackle disinformation, and offers business expertise to help media outlets thrive financially. For nearly 40 years, we have helped partners reach millions of people with trustworthy information that saves lives, improves livelihoods, and holds institutions accountable.

We commissioned this research as part of the 25 x 25 initiative, the organization's strategic commitment to increase robust evaluation of our work by delivering 25 research studies by 2025.

We have made this commitment because we want to know which of our approaches are most effective in order to bring them to scale, to strengthen our understanding of the impact for communities when their information environments improve over time, to make our contribution to the global evidence base and to hold ourselves accountable to the people we serve.

We will do this work alongside external research partners who share our vision to realize the potential of a digitally connected world: a world in which evidence-based information advances human progress, enables broad opportunity and accountability, and fuels vibrant civic debate. We know we will only achieve this through a deep understanding of the contexts we work in and a constant drive to learn and improve.

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ACKNOWLEDGMENTS

TABLE OF CONTENTS

TABLES

FIGURES

ACRONYMS

IEA	Information Ecosystem Assessment
IP	Information Provider
LPC	Listening Post Collective

APPENDICES

EXECUTIVE SUMMARY

BACKGROUND

The Listening Post Collective (LPC), Internews' US-based program, partners with people and organizations to develop local news and infor-

LPC is working toward a future where civic power is strengthened by equitable media.

mation solutions that help communities thrive. LPC is working toward a future where civic power is strengthened by equitable media, and to support that vision, LPC provides research, tools, mentoring, networking, and funding for local media outlets and information sharers in diverse communities across the country.

Since 2013, a variety of foundations have awarded Internews and LPC grants to conduct local Information Ecosystem Assessments (IEAs) and to design solutions to address its weaknesses and invest in its assets and opportunities. To date, LPC's donors have not required or invested in rigorous monitoring and evaluation, which meant that LPC lacked evidence that demonstrated how well its models work. As part of this 25x25 project, Internews hired Impact Architects (IA) to evaluate one of LPC's flagship local programs in the US — where the LPC has invested for two years — in order to assess the effectiveness of a new approach: providing start-up funds to incubate and/or accelerate two community information initiatives that serve the Black, Latinx, and immigrant communities in Fresno, CA.

The focus of the evaluation was to observe any impact 1) of the IEA on the wider community, and 2) that LPC supported partners Ivanhoe Sol and uSpark Valley had on their community and audience. The grants were small and were intended only to seed local initiatives, but not provide a long-term sustainable funding stream, and the evaluation intended to provide evidence of the effectiveness of the small grants and this overall approach and methodology.

METHODS

Methods were largely qualitative. They included interviews, focus groups, and surveys. IA included quantitative information provided by the news start-ups when it was available. IA conducted 14 interviews with community stakeholders to learn about the long-term effect and utility of the IEA, two focus groups with a total of seven participants from uSpark Valley's audience, interviews with six Ivanhoe Sol audience members (conducted by Juan Carlos Mosqueda), and digital surveys with both uSpark Valley and Ivanhoe Sol's audiences. Only uSpark Valley's audience survey had enough participation to allow for meaningful analysis (72 respondents). Audience members who participated in a focus group or interview were sent a $20 gift card in thanks for sharing their time and experience.

Figure 1.
Downtown Fresno skyline at night.
Photo: JMora24

KEY FINDINGS

- LPC's IEA was an inclusive process that brought many and diverse sectors of the community into conversation and informed stakeholders' long-term thinking and approach to community-based work.

- Start-up media that center the information needs of specific communities, as surfaced through LPC's IEA, are able to effectively build strategies to meet those communities where they are with critical information.

- Start-ups successfully built trust-based relationships with audiences and are more trusted than other news sources.

- Trusted information providers that share actionable information, such as information about public meetings and other pathways to civic engagement, result in audience members participating in their local communities in new ways.

- Start-up audiences generally say that they accurately reflect their lived experience and that they contribute to greater transparency and local accountability.

- Short-term seed funding was most effective for uSpark Valley, in large part due to the founders' experience in media and commitment to the project in the long-term.

KEY RECOMMENDATIONS

- ■ Internews can support start-ups beyond dollars by leading a process to define shared goals, key indicators for success, and building a strategy to use this information to contribute to strategy development.

- ■ Consider supporting start-ups to build their long-term sustainability strategies.

- ■ Consider an IEA "follow-up" that brings stakeholders together to learn about the Internews funded start-ups and share how they have used the IEA process and information to inform their own work.

Figure 2.
Social media post encouraging uSpark's followers to fill out the Audience Survey.

INTRODUCTION

BACKGROUND

Fresno is California's poorest major city and suffers from a massive income disparity. A legacy of discrimination, segregation, and red-lining has left Black and Latinx residents in the city's southern neighborhoods with poverty rates around 40% and life expectancies around 20 years shorter than white residents on Fresno's north side. Isolation of this nature is often reflected in people's lack of access to and representation in local media, making it harder to access and be included in information that can improve lives.

In 2019, the James Irvine Foundation awarded Internews a $175,000 18-month grant to implement a local media and information project in Fresno, CA. The purpose of the project was to inform and improve the information ecosystem in Fresno so that low-income Californians can have their voices heard by those making decisions in and for their community, and so that those same Californians can have access to hyper-local information that will allow them to make better informed decisions for themselves and their families.

A legacy of discrimination, segregation, and red-lining has left Black and Latinx residents in Fresno's southern neighborhoods with poverty rates around 40% and life expectancies around 20 years shorter than white residents on Fresno's north side.

The three goals and timeline of this grant were as follows:

1. **To analyze and map the information ecosystem** in Fresno, California, especially as it pertains to the information needs and consumption habits of lower-income working families.
2. **To spread awareness of challenges, gaps, and opportunities** identified in the local information ecosystem with local media and civil society organizations.

3. **To support the capacity of a local news project** that directly addresses the needs, questions, and concerns of lower income working families. In 2019, LPC launched the Information Ecosystem Assessment (IEA) and hired an assessment lead (Olivia Henry) and four community liaisons (Juan Carlos Mosqueda Rosales, Aaron Frisby, Chali Lee, and Rocky Vang) to assist with desk research, community engagement, and data collection. Between March and July of 2019, the team conducted more than 60 interviews with community leaders and media makers, facilitated eight community listening sessions, and surveyed nearly 600 residents.

Through this research process, LPC took stock of how residents get and share news and listened to their priorities to get a better understanding of how coverage of those issues impacts their ability to thrive. They also learned from grassroots news-sharing projects that fill information gaps, despite a lack of resources and formal training.

In August 2019, LPC published the research and made it available to all participants and interested local organizations and media. The team offered small presentations of the results and in October 2019, hosted a community-wide

Figure 3.
Ivanhoe residents use dots to indicate the top three sources they trust for community information.
Photo: Olivia Henry.
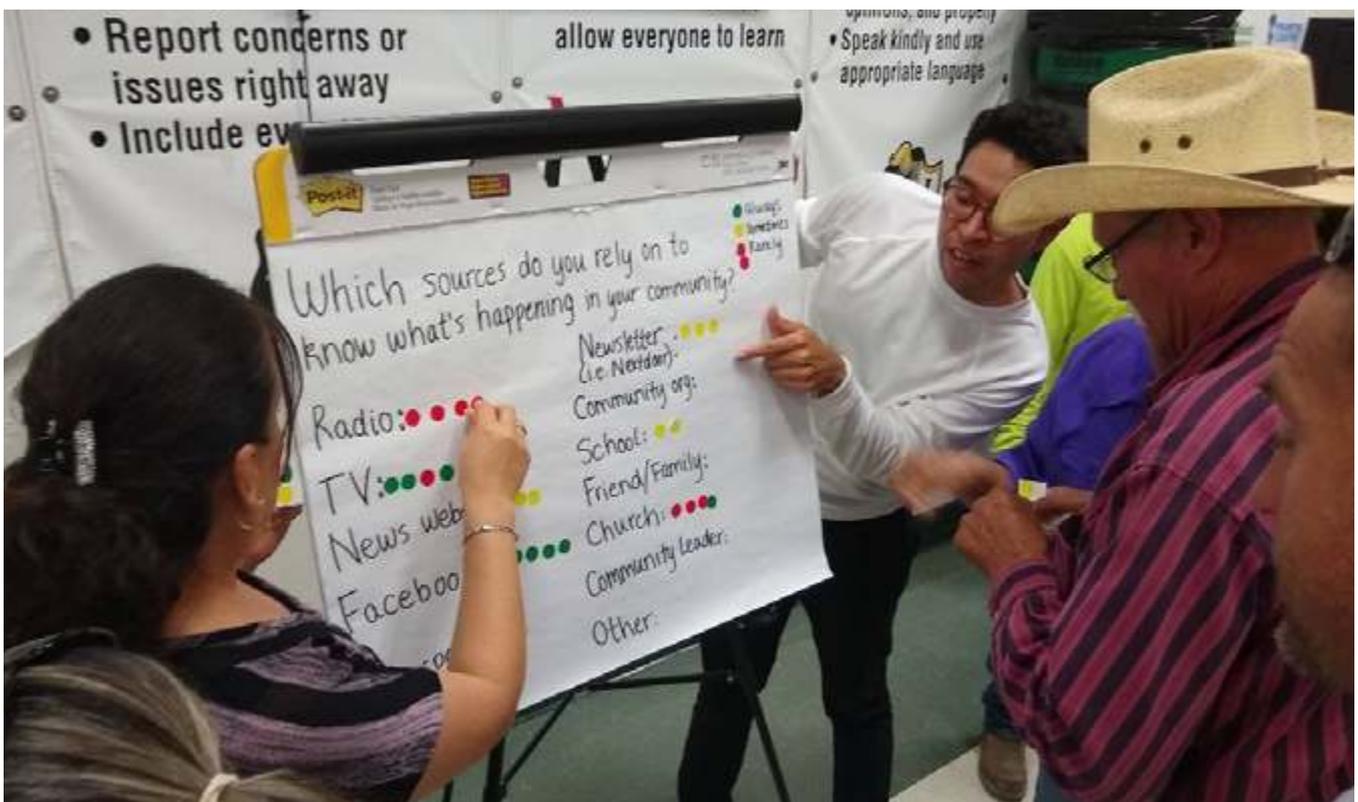
event for over 50 participants, including local media, residents, organizations, and elected officials.

Following the event, LPC released a call for proposals, inviting local groups to submit ideas and solutions to the information gaps and opportunities identified in the report. To help interested groups with ideation and program design, LPC partnered with The New School's Journalism + Design team to offer design thinking sessions for over 20 participants.

In December 2019, LPC received 10 proposals for consideration and in January 2020, LPC selected two grantees and two fellows to support with funding and mentorship.

SELECTED GRANTEES INCLUDE:

Ivanhoe Sol, a bilingual town newsletter serving the Ivanhoe community in Tulare County, CA. The paper is a unique partnership between a group of residents and allies of the Ivanhoe community in Tulare County, CA, and the Sun-Gazette newspaper. Helmed by a resident-led editorial team, the monthly publication includes civic information, resident submissions, and reporting contributed by Sun-Gazette staff. Copies are mailed to all residents.

uSpark Valley, an evidence-based media project that shares local civic information with Fresno's Millennial and Gen Z residents. Publishing unique journalistic content on social media, founder Sergio Cortes and his team facilitate conversations between young people, leaders, candidates, and elected officials.

SELECTED FELLOWS INCLUDE:

Jamila Harris (Lady J and the Miller Boys): Fresno native and longtime Fresno radio host Jamila Harris is one of the co-hosts of Lady J and the Miller Boys, a public affairs program developed at Fresno's black low-power FM station KOFP. While the station is on hiatus and planning a comeback, Jamila is exploring a podcast format, growing the show's audience, and exploring long-term revenue models.

Lilia Becerril (UNIDOS POR UN FRESNO MEJOR): Fresno resident and community connector, Lilia Becerril has been managing the Facebook group Unidos Por Un Fresno Mejor since February 2017. The page provides essential news and information to the Spanish speaking Latinx community and has over 2,000 dedicated members. The Facebook page provides information on COVID-19, food drives, school updates, vaccine distribution, and more. In 2021, Lilia was named District 5 Woman of the Year for her lifelong commitment to public service.
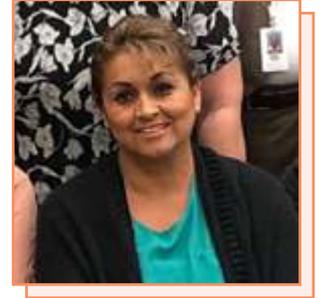
In order to ensure that grantees and fellows received adequate support and mentorship, LPC received a grant extension from The James Irvine Foundation through December 2020. For 11 months, LPC provided funding, mentorship, editing support, website design services and networking to the above partners.

The following assessment and report provide a deep dive into the overall impact of the grant from the James Irvine Foundation. The impact assessment specifically looks at the impact of the IEA on the wider community and unpacks the impact of LPC's two grantees, uSpark Valley and Ivanhoe Sol, on their respective communities and audiences.

LISTENING POST COLLECTIVE

Internews helped launched the Listening Post Collective (LPC) to ensure that communities in the United States could also benefit from direct and creative information-sharing strategies.

The LPC launched its first project in New Orleans in 2013 to assess information needs left out of the city's post-Katrina development and partnered with WWNO, the local public radio affiliate. The project pioneered SMS engagement in the U.S. and delivered news-you-can use via text message to residents. Residents also recorded reflections on issue-focused questions at stand-alone recording devices set up in libraries, community centers, and local businesses. This Listening Post model proved to be powerful in amplifying community voices and established a network of local partners, non-profits, city agencies that shared vital information.

In 2017 the LPC supercharged its work by releasing its "Playbook," which outlines a 7-step community engagement process to assist media outlets and

community groups in creating their own Listening Post projects. The team also doubled down on developing research, resources, tools, peer-to-peer support, and creating shared learning space for journalists, newsroom leaders, and community groups looking to revitalize their local news and information eco-systems. To date, LPC has conducted 8 Information Ecosystem Assessments and provided sub-grants to over 21 organizations totaling over 400k to support assessments, reporting, and rapid response needs. Since 2013, LPC has inspired over 14 start-up local news organizations and seed-funded 9 of them.

> **The Listening Post Collective partners with people and organizations to develop local news and information solutions that help communities thrive. We envision a future where civic power is strengthened by equitable media.**

To do this, we invest in the practice of Civic Media Design and create tools and resources designed to help partners plan and implement solutions that enable civic participation. We also provide Power Building Resources for our partners, meaning that we develop opportunities to share and support ideas, research, systems, and practices that build power and strengthen equitable media.

OBJECTIVES

The objectives of this evaluation were:

- To evaluate the effectiveness of the IEA conducted in Fresno, CA

- To evaluate the impact of uSpark Valley and Ivanhoe Sol on their communities

The target communities included: the Latinx (including many new/recent immigrants) and young Black community of Fresno, California, a city and metropolitan area with **over 300,000 people** from these communities. The evaluation attempted to assess the impact on the neighborhoods and communities targeted by LPC's start-up partners — for instance, the Ivanhoe Sol serves Ivanhoe, the small unincorporated community of **4,000 people** (predominantly Latinx) in Tulare County, CA. uSpark Valley focused on a diverse Gen Z and Millennial audience in Fresno and the surrounding Central Valley.

METHODOLOGY

EVALUATION QUESTIONS

The key questions to be answered by this evaluation were:

1

Did the IEA accurately identify how best to reach communities?

2

How well are the information projects kick-started by LPC grants meeting the communities' information needs?

3

Are the information projects trusted and supported by the communities they serve? What has been the impact of uSpark Valley and Ivanhoe Sol in their audiences/communities?

4

What outcomes did those communities achieve with the IEA product and the information served by LPC grantees?

5

How could LPC and its partners achieve better outcomes?

EVALUATION DESIGN

This evaluation used stakeholder interviews, focus groups, and surveys to determine the utility and impact of LPC's Fresno IEA and the impact of the resultant Information Providers (IPs). The following table summarizes the methods used to answer each question:

TABLE 1: FRESNO IEA EVALUATION MATRIX

Question/Variable	Stakeholder Interview	Grantee interview & documents	uSpark audience survey	uSpark Focus groups	Ivanhoe Sol audience survey	Ivanhoe Sol interviews
IEA utility for local groups, particularly journalism organizations and CVCF	✓					
IEA utility for grantees	✓	✓				
Grantees' audience reach/engagement		✓				
Community info needs met			✓	✓	—	—
Impact of grantees on individual community members		✓	✓	✓	—	—
Impact of grantees on community groups/orgs	✗	✓		✓		
Impact of grantees on local institutions	✗	—				
Perception of IEA	✓	✓				
Suggested Improvements	✓	✓	✓	✓	✓	✓

EVALUATION MATRIX KEY

✓ Evidence supports   — Not enough evidence to support   ✗ Evidence does not support

DATA COLLECTION, SAMPLING, AND INSTRUMENTS

STAKEHOLDER INTERVIEWS

Olivia Henry, a lead consultant on the IEA, provided a list of 15–20 key stakeholders across the Fresno information ecosystem to be interviewed by IA. IA conducted 30–60 minute interviews (via Zoom) with each stakeholder who agreed to have a conversation, for a total of 14 interviews. IA designed the interview protocol for these open-ended interviews.

GRANTEE INTERVIEWS

IA conducted interviews (via Zoom) with representatives for each of the two grantee newsrooms included in this evaluation, uSpark Valley and Ivanhoe Sol. The interview focused on gathering qualitative data about how the IEA was used by each organization, what additional information would have been helpful, and strategies for reaching and engaging with audiences/community members.

IA also conducted interviews with 14 community members, including the publisher and editor of the Sun-Gazette, a representative of the Central Valley Community Foundation, and local reporters. We were unable to connect with four community members; while we don't know for sure, we believe these community members were unavailable due to a combination of lack of time during the end of November 2020 through early 2020, pressures associated with COVID, and possibly a lack of incentive/motivation to talk about the ecosystem assessment after one year.

Figure 4.
Community liaison Juan Carlos Mosqueda Rosales surveyed residents at the Selma Flea Market.
Photo: Olivia Henry.

AUDIENCE SURVEYS

IA designed and conducted surveys among audiences of Ivanhoe Sol and uSpark Valley. The questions were generally the same, aiming to generate information about the utility of the information being produced, the extent to which the information is meeting individuals' needs, and the relationship and trust established by the organization. The distribution strategies were tailored to meet the needs and expectations of each organization's audience.

As an incentive for participation, there were four incentive prizes of $50 (in the form of gift cards) available for each organization (eight total prizes).

uSpark Valley

Because uSpark Valley is a fully digital information provider, we used a fully digital strategy for surveying the audience. The survey was created in SurveyMonkey and distributed through uSpark's networks directly.

Ivanhoe Sol

Ivanhoe Sol has a print insert in a local paper, as well as a digital presence. We asked Ivanhoe Sol for space on a print page to insert a link to the digital survey for those who are reading the paper but prefer to respond digitally, as well as to share directly with their networks.

The digital survey was largely the same as that for uSpark Valley. The survey was available in both Spanish and English.

FOCUS GROUPS (OR INTERVIEWS)

IA conducted two virtual focus groups via Zoom with uSpark audience members with seven participants total. Each participant received a $20 gift card as a token of thanks for their time.

Consultant Juan Carlos Mosqueda led one-on-one phone interviews with 6 Ivanhoe Sol audience members. (Focus groups were not possible due to constraints associated with COVID-19 and technology access). Interviewees received $20 gift cards as a token of thanks for their time.

Figure 5.
Survey table at Soul Food Fest in West Fresno.
Photo: Olivia Henry.

LIMITATIONS

PUBLICATION PARTNERS

Sergio Cortes, the founder and main force behind uSpark Valley, was very accessible during this project. Sergio is working to build uSpark and hopes for it to become a revenue generator. He was in the process of launching a Patreon campaign in December 2020. Given his future plans for uSpark, he viewed this assessment as an opportunity to learn more about the current audience, the value of uSpark to its community, and future potential areas of work. Furthermore, because uSpark's audience is largely digital and is accustomed to direct engagement with uSpark, it was relatively easy to reach them both for survey and focus group purposes.

For Mayra Becerra and Pedro Hernandez, founders of Ivanhoe Sol, the project has been a labor of love. The volunteer staff works hard to translate Sun-Gazette stories, as well as to do original reporting, but they said they were seriously stretched thin each month as they worked to produce the publication. The Sol's audience has limited digital access, making it difficult to conduct a digital
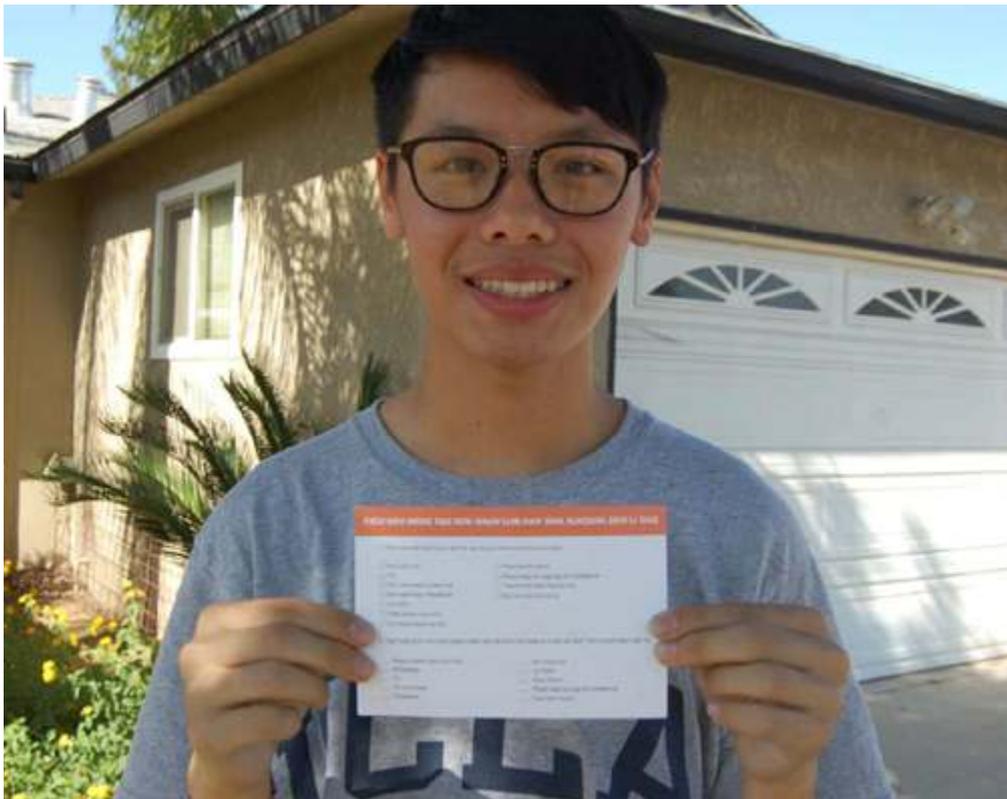
Figure 6.
Community liaison Chali Lee holds up an example of the survey he used for this assessment.
Photo: Olivia Henry.

audience survey and virtual focus groups. Instead, we opted to do one-on-one audience interviews, led by Juan Carlos Mosqueda, in Spanish and English.

COVID-19

Given the largely digital nature of uSpark and the high levels of connectivity and digital literacy of its young audience, COVID did not significantly impact our ability to conduct digital surveys and virtual focus groups.

For the Ivanhoe Sol, during the IEA process, the LPC team was able to connect directly with community members in person to conduct community surveys. Given the reality of COVID, in-person surveys and/or focus groups were not possible. Moreover, the lack of connectivity and low levels of digital literacy among some audience members meant that it was difficult to conduct a digital audience survey and not possible to recruit sufficient audience members to conduct virtual focus groups. Initially, the evaluation team and the Sol team discussed printing a truncated version of the survey in the print publication with instructions to drop it off at a central community location. However, given the spike in COVID cases in late November and December, we all ultimately agreed it was best to leave any in-person elements out of this assessment process.

TIMING

This assessment kicked off just before Thanksgiving and went through the new year. It was somewhat difficult to schedule focus group times that worked for participants, but we were able to do so for uSpark's audience members in early December. We had hoped that the gift card incentives for focus groups and interviewees, as well as the potential to win a larger value gift card for completing the survey, would be extra enticing to people during the holiday season, but this did not work in practice.

RESULTS

DID THE IEA ACCURATELY IDENTIFY HOW BEST TO REACH COMMUNITIES? HOW WAS THE IEA USED BY LOCAL PARTNERS? HOW WAS THE IEA USED BY USPARK VALLEY AND THE IVANHOE SOL?

LPC conducted an IEA in Fresno in 2019. The IEA identified at least two gaps in the local news and information ecosystem:

- Spanish language news

- Relatable, relevant information for Gen Z and Millennials in South Fresno and surrounding rural communities

IA conducted interviews with 14 community members, including the publisher and editor of the Sun-Gazette, a representative of the Central Valley Community Foundation, and local reporters. We were unable to connect with four community members; while we don't know for sure, we believe these community members were unavailable due to a combination of lack of time during the end of November 2020 through early 2020, pressures associated with COVID, and possibly a lack of incentive/motivation to talk about the ecosystem assessment after one year.

Stakeholder interviews provided generally positive feedback on the IEA. We found that community stakeholders continue to use the IEA to inform their own work, outside perspective in the assessment was beneficial, and the assessment process reached more members and aspects of the community than any single Fresno-based organization could do alone. Local partners and stakeholders said that the ecosystem assessment provided insight into sectors of the community

that they would not otherwise have had access to. In some cases, the assessment was stakeholders' first exposure to different sectors of the broader Fresno/San Joaquin valley community. While no stakeholders said that they significantly shifted organizational strategies or priorities as a result of the IEA, they did say that they frequently think about what they learned from it and that it informs their ongoing work.

We found that community stakeholders continue to use the IEA to inform their own work, outside perspective in the assessment was beneficial, and the assessment process reached more members and aspects of the community than any single Fresno-based organization could do alone.

Similar to local stakeholders, Internews partners uSpark Valley and Ivanhoe Sol said that they used what they learned about their communities through the IEA process to frame and inform their work, but that it is not an artifact that they regularly consult or go back to. In other words, these publication partners rely on what they learned through the IEA process to inform their work, rather than the outcome IEA document.

HOW WELL ARE THE INFORMATION PROJECTS KICKSTARTED BY LPC GRANTS MEETING THE COMMUNITIES' INFORMATION NEEDS?

This evaluation question explored the following sub-questions: What is the size of each IP's audience? What is the estimated total reach of each IP across all formats/platforms? What is the percentage of people exposed to Internews-supported media and information sources who say the information it provides meets their needs?

USPARK VALLEY

uSpark Valley is a Millennial and Gen Z focused start-up organization that publishes directly to social media and estimates that they have an audience of at least **10,000 unique local residents**, some of whom access content on more than one platform. uSpark is unique as a news organization in that its content is a mix of journalistic information and reporting and audience action items — including things like links to information about attending city council meetings, information about protests and marches, and direct fundraising campaigns in the face of community disasters. uSpark has ramped up content production to

publish daily on Instagram, Facebook, and Twitter. Instagram has the largest audience with over **7,000 followers**, followed by Facebook with more than **3,500 followers**, and Twitter with more than **2,000 followers**. uSpark also has a website where they are increasingly publishing and archiving their original content.

uSpark founder Sergio Cortes says that the majority of people following uSpark on the various social media platforms are under age 40 and are residents of Fresno. uSpark's content garnered **over 1.25 million impressions** over the course of 2020.

USPARK VALLEY INSTAGRAM STATS
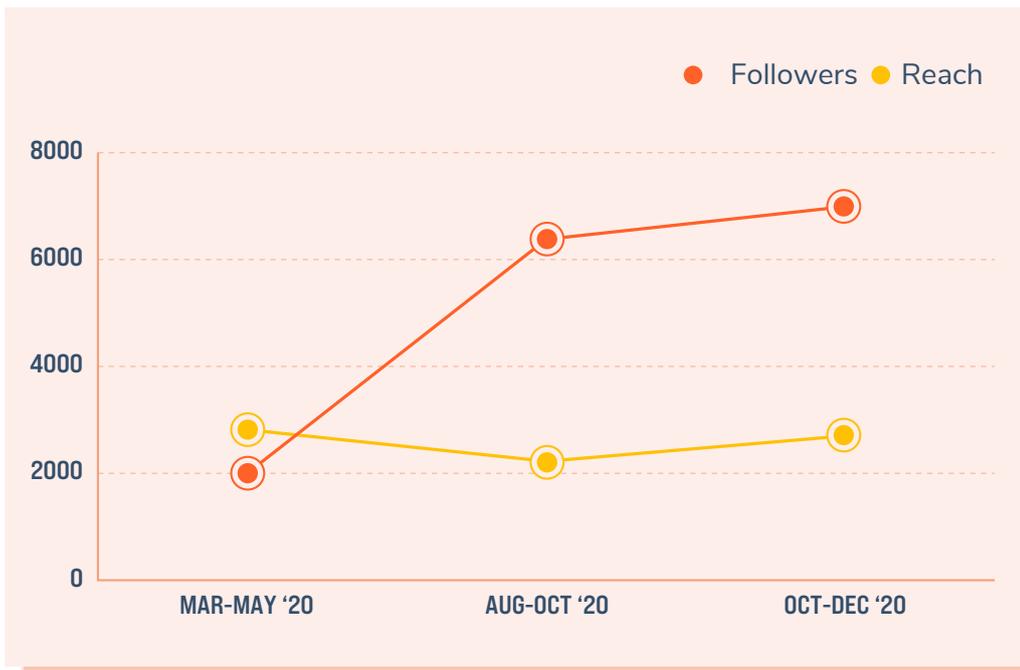
Figure 7.
uSpark Valley Instagram statistics.

USPARK VALLEY TWITTER STATS
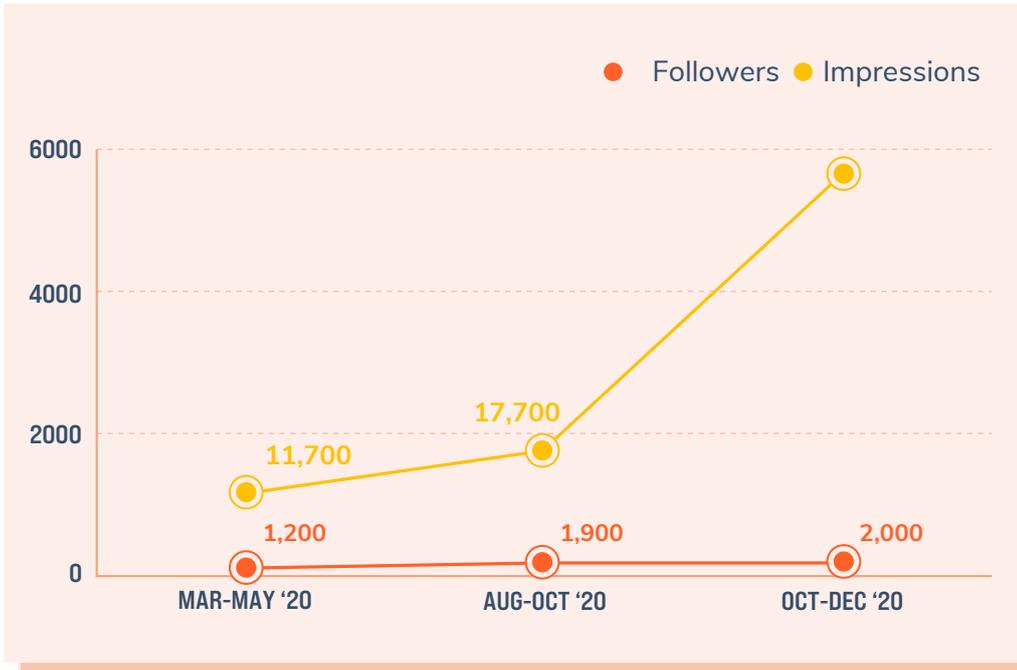
Figure 8.
uSpark Valley Twitter
statistics.

USPARK VALLEY FACEBOOK STATS

Figure 9.
uSpark Valley Facebook
statistics.

USPARK VALLEY TWITTER STATS

Followers   Impressions

6000

11,700   17,700

4000

2000

1,200   1,900   2,000

0

MAR-MAY '20   AUG-OCT '20   OCT-DEC '20

Figure 8.
uSpark Valley Twitter
statistics.

USPARK VALLEY FACEBOOK STATS

Followers   Likes   Post Reach   Post Engagements

12500

10,735

10000

8,700   9,564

7500

5000

3,000   3,600   3,700

3,400

2500

1,900   1,673   2,670

0

MAR-MAY '20   AUG-OCT '20   OCT-DEC '20
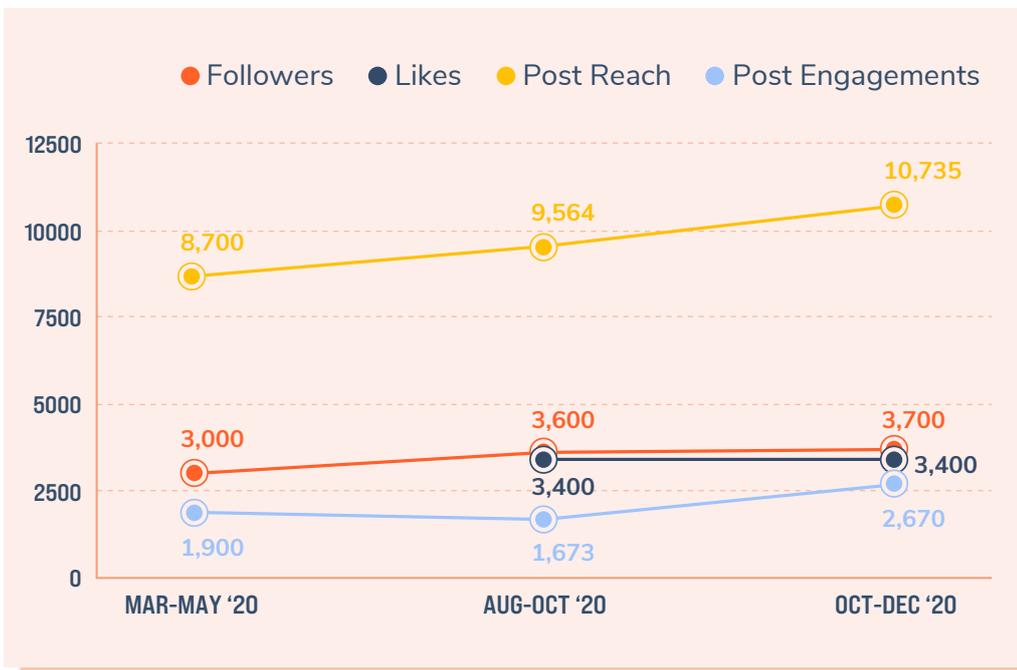
Figure 9.
uSpark Valley Facebook
statistics.

uSpark Valley's Instagram's direct audience grew over the course of the grant period, but the number of impressions associated with its content increased even more rapidly, from almost 9,000 in its first grant reporting period of March-May of 2020 to **more than 1.1 million** in October-December of 2020.

In order to learn more about uSpark's audience and their relationship with the publication, we conducted an online audience survey from December 21st, 2020 through January 9th, 2021. Anyone who completed the survey had a chance to win one of four $50 gift cards. uSpark shared a link to the digital survey via Instagram and Twitter.

There was a total of 72 survey respondents, and in general, uSpark's audience is young and diverse, reports being highly engaged, and depends on the organization for critical information. Of the respondents, 75% identified as women. Forty-two percent of survey respondents self-identified as white, 35% as Hispanic, Latino/a or Latinx, and 10% as Asian or Asian-American. Nearly all respondents were under age 39: 39% of respondents were Gen Z (0-25 years old) and 56% were Millennials (26-39).

Nearly two thirds of survey respondents (65%) strongly agree that uSpark promotes transparency in the community and that it helps the community understand important issues (60%). **Three quarters of respondents** trust uSpark more than other publications (44% "a lot more," and 35% "a little more"). In open-ended questions, respondents said that uSpark gives them access to more and better local news and information (than other publications).

Figure 10.
uSpark online audience survey results.
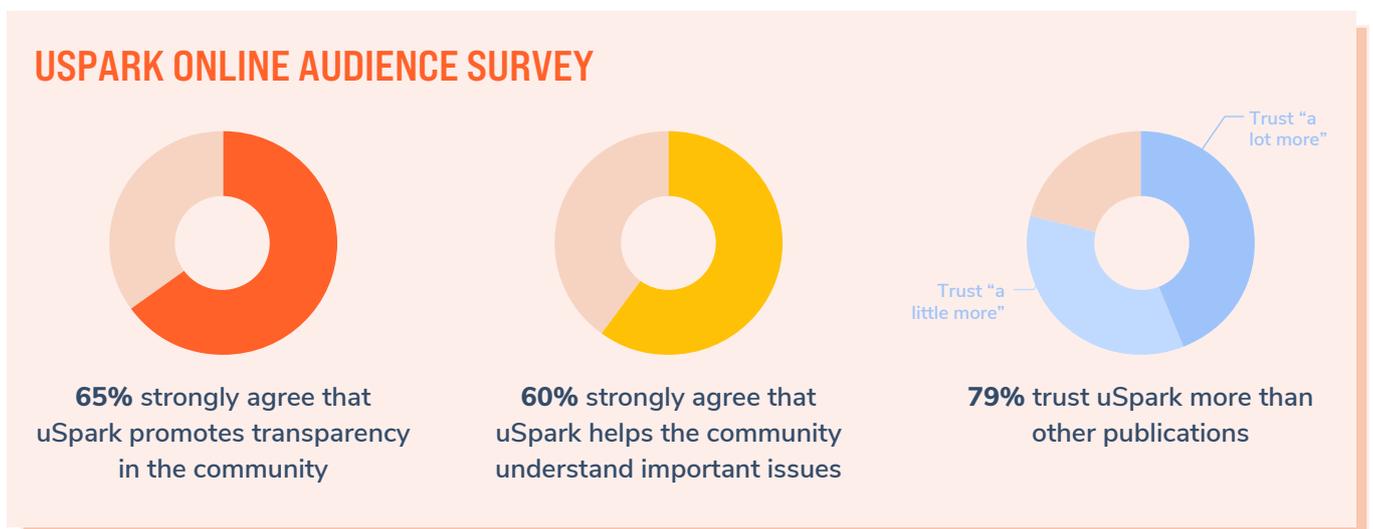
USPARK ONLINE AUDIENCE SURVEY

65% strongly agree that uSpark promotes transparency in the community

60% strongly agree that uSpark helps the community understand important issues

Trust "a lot more"

Trust "a little more"

**79%** trust uSpark more than other publications

Ninety-one percent of respondents said they access news and information from uSpark at least once a week, suggesting that uSpark is meeting its audience's information needs. Respondents especially relied on uSpark for information about voting and health in 2020, a year with a national election and a global pandemic.

uSpark Valley's audience reports being highly engaged with the publication, regularly relying on it for news and information. Instagram was the most popular platform among respondents, with the vast majority saying they get news and information from uSpark via Instagram (89%).

uSpark's audience relies on it for coverage of a variety of issues, but especially for voting (82%), community events (74%), and health (60%), perhaps not surprising in a year with an important election and a global pandemic. Almost two thirds of survey respondents (63%) would like more coverage about the environment, pollution, and climate change.

> **Ninety-one percent of respondents said they access news and information from uSpark at least once a week.**

Figure 11.
Which issues would you like to see uSpark publish more information?

ABOUT WHICH ISSUES WOULD YOU LIKE TO SEE USPARK PUBLISH MORE INFORMATION?

Issue	Percent
Environmental Pollution	63%
Jobs/Labor Rights	54%
Community Events	52%
Housing	51%
Schools	51%
Culture & Language	48%
Health	46%
Immigration/Citizenship	45%
Youth Development	38%
Voting	31%
Safety	30%
Other	8%
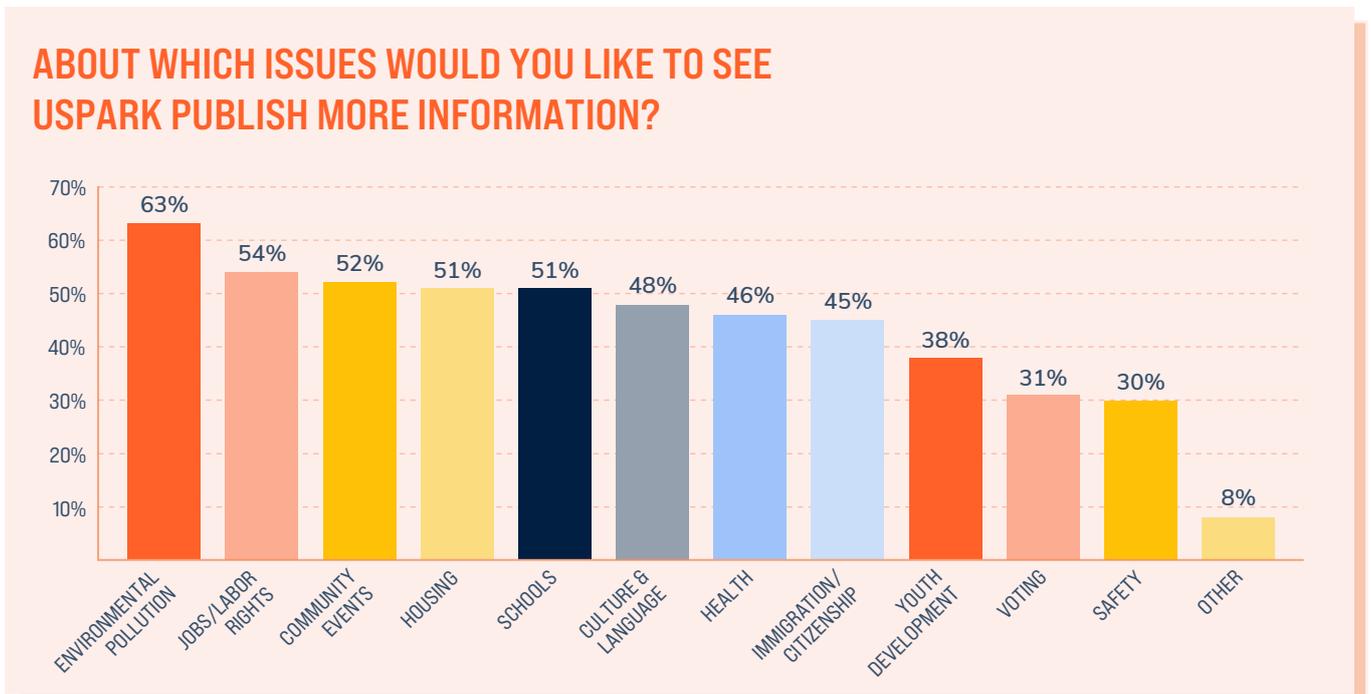
Promisingly, **more than three quarters** of survey respondents said they would be willing to pay something monthly to support uSpark: 38% said they'd be willing to pay $5 per month, and 15% said they'd be willing to pay more than that.

IVANHOE SOL

Ivanhoe Sol is a monthly Spanish-language print publication serving the community of Ivanhoe. The Sol has a formal partnership with the Sun-Gazette, a weekly free English-language newspaper serving the San Joaquin Valley in California, including the community of Ivanhoe. The Ivanhoe Sol print insert is distributed in the Sun-Gazette once a month. The Sol reports and writes its own stories, which are edited by a Sun-Gazette editor, and includes community op-eds and art. The Sol also translates some Sun-Gazette stories into Spanish to include in the insert. According to the Sun-Gazette, the Ivanhoe Sol print insert is sent to 1,300 homes in Ivanhoe once per month, as well into every print edition of paper, which is an additional 2,700 copies.

Figure 12.
Members of the Ivanhoe Sol post at the newspaper's launch in February 2020.

In addition to the print publication, the Sol shares stories and content with the community on Facebook and, occasionally, a PDF of the insert via email. In late 2020, Internews worked with the Sol to develop its own website to serve as a repository of its content, and to build for a future in which there might not be enough resources to support the print partnership with the Sun-Gazette. Sol's Facebook page has nearly 300 followers.

IVANHOE SOL FACEBOOK STATS
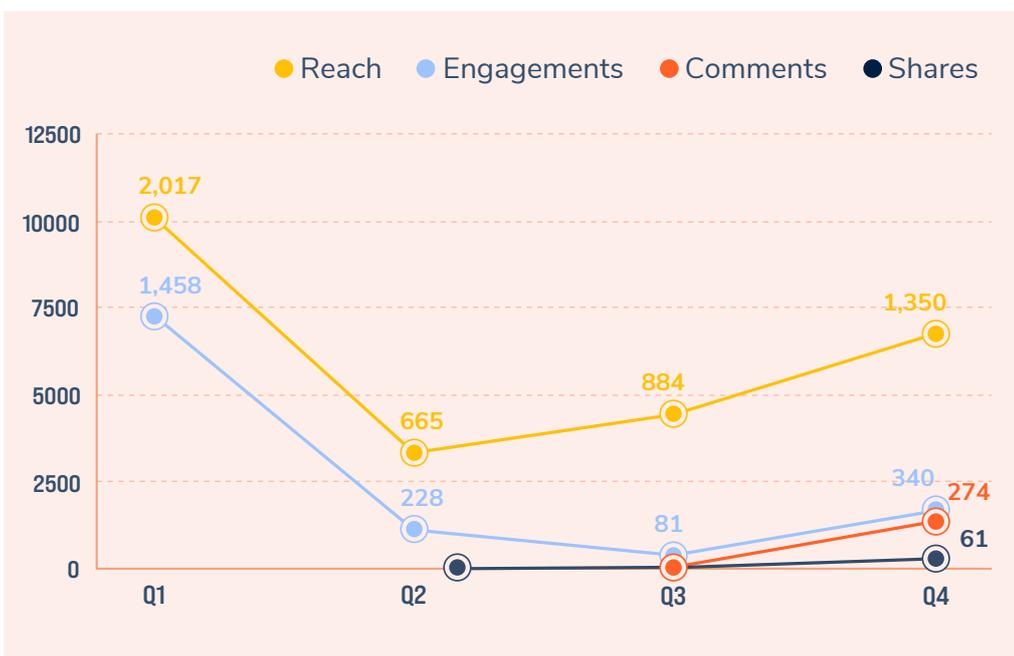
Figure 13.
Ivanhoe Sol Facebook statistics.

*Facebook data from example posts and qualitative information shared in grantee report

The COVID-19 pandemic created challenges for gathering audience data for the Ivanhoe Sol. As a print publication, previous outreach efforts have heavily relied upon in-person outreach, focus groups, and interviews. IA developed a survey to distribute among Ivanhoe Sol audience members to learn more about who they are, how they relate to the Sol, and what they want more of (or less of) in the future. The Sol included a paragraph about the survey and an invitation to complete it in Spanish or English (digital URL) in the December 23, 2020 print edition, including information about the chance to win one of four $50 incentive prizes. When that garnered few (four) responses, Ivanhoe Sol founder Mayra Becerra did targeted outreach via email, Facebook, and text message, but this effort resulted in only an additional four responses.

Unfortunately, survey participation was low. The survey received eight responses, but only four completed the survey.

Notable results include:

- Three of four respondents expressed desire for more information on community events.

- Three of four also said they prefer the Ivanhoe Sol as a print publication, as it is today, rather than digital.

- All four respondents report that they are able to be more active in their community thanks to Ivanhoe Sol.

- Three of four trust Ivanhoe Sol "a lot more" than other places they get news and information.

- How respondents would change if Ivanhoe Sol included increased frequency of publication with more information, and potential an email newsletter.

There were not enough survey respondents to say whether Ivanhoe Sol generally meets the information needs of its audience. However, in the six interviews we were able to conduct with Sol audience members, they said that they get

critical information from the publication, such as locations and times for COVID tests. Interviewees also said that it is important that the Sol publishes in Spanish because it provides information to older community members who otherwise do not have access to news and information due to linguistic barriers.

ARE THE INFORMATION PROJECTS TRUSTED AND SUPPORTED BY THE COMMUNITIES THEY SERVE?

USPARK VALLEY

Three-quarters of uSpark's audience said they trust uSpark more than other IPs. uSpark's target audience is young Fresno community members with diverse backgrounds, and focus group participants suggested that uSpark is reaching this audience. Participants were all millennials (23–40 years old), about half men (4 of 7) and half women (3 of 7), and self-identified as Hispanics, Latino/a, or Latinx (4 of 7), Black or African American (2 of 7), and white (1 of 7). Focus group participants said that uSpark is their "go-to" source for local news and information and the only IP that truly represents local perspectives.

COMPARED WITH OTHER PLACES YOU GET NEWS AND INFORMATION, HOW MUCH DO YOU TRUST USPARK VALLEY?

A little less
3% (2)

About the same
21% (15)

A little more
32% (23)

A lot more
44% (31)
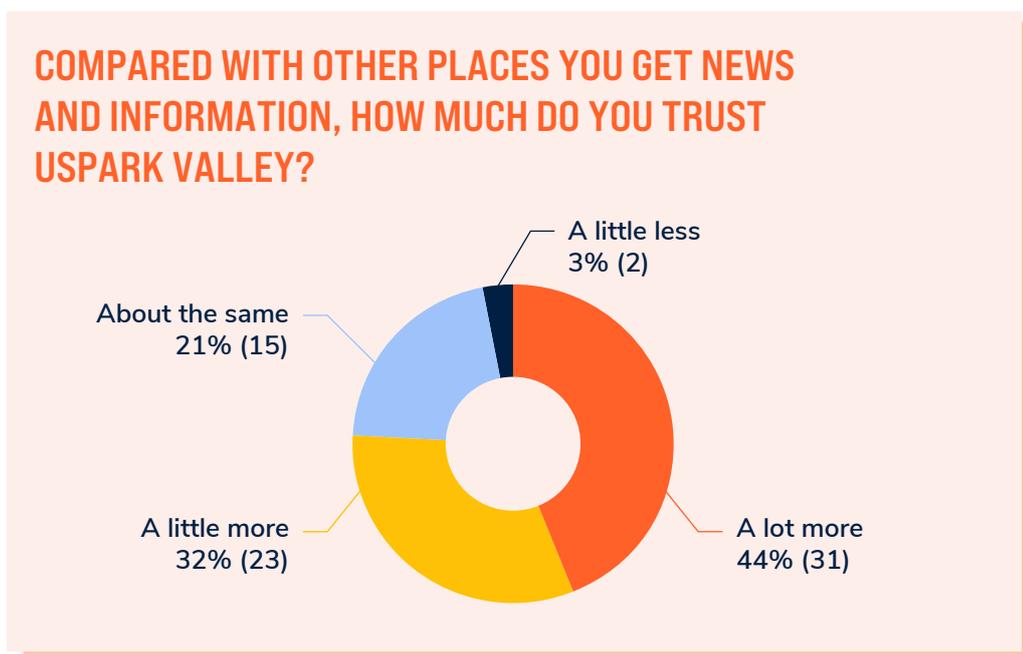
Figure 14.
Compared with other places you get news and information, how much do you trust uSpark Valley?

Overall, all audience members enthusiastically like, trust, access, and use uSpark's information and reporting. Focus group participants all agreed:

- uSpark has a clear perspective that is rooted in local experience, as compared with "other" media that aren't seen as being local (including outlets like the Fresno Bee).

- uSpark takes a position when "necessary," especially with respect to the Black Lives Matter movement, COVID safety measures, and gentrification in Fresno.

- uSpark's information is easy to access and understand on its various platforms, especially Instagram and Twitter.

- uSpark is trusted both because of its shared local perspective and because it provides clear references/citations for data sources.

- uSpark goes beyond just "reporting what already happened" and provides clear information to community members on how to be involved in local government, especially with things like city council meetings.

- Audience members had participated in civic processes for the first time and/or more frequently as a direct result of uSpark's reporting and information.

It was striking how many of the participants in the focus groups said that they had participated in a government meeting as a result of uSpark's sharing of information. Five of seven participants mentioned attending a city council meeting or other session (via Zoom).

Five of seven participants mentioned attending a city council meeting or other session.

Participants' examples included:

> **"The BLM information [uSpark provided] prompted my first comments on a city council meeting."**

> "When uSpark talked about budget hearings, I went to the Zoom meeting and did some more research into what the city was doing with their budget. I wouldn't have known without uSpark."

> "When [uSpark was covering discrimination in Clovis Unified, they provided information to send emails and I sent an email."

> "When the wildfires were happening, [uSpark] said to Venmo them and they'd go buy essentials for people who were evacuated or homeless, so I did that. [uSpark] also engaged people to go into school board meetings, and I went into my own high school meeting about the racist school mascot."

Focus group participants generally are satisfied with the type of information and reporting uSpark is providing and only want more of it. Some said they have enjoyed the first-person accounts uSpark has published of frontline workers in response to COVID and said they would like to see more first-person stories.

IVANHOE SOL

Virtual focus groups with Ivanhoe Sol audience members were not possible due to a combination of technology and scheduling challenges. Instead, IA developed an interview protocol and Internews consultant Juan Carlos Mosqueda conducted interviews with individual Ivanhoe Sol readers identified by Sol leader, Mayra Becerra. Mosqueda conducted six interviews with four women and two men.

All interviewees reported turning to the Sol for local event information, as well as community services. Additionally, interviewees stressed the importance of the information from the Ivanhoe Sol particularly in serving the Hispanic community, including those without computers or easy digital access to news and information. One interviewee explained how she learned about available COVID testing in Ivanhoe thanks to the Sol. Words used to describe Ivanhoe Sol include: informative, beneficial, valuable, homemade, factual, community-based, positive, resourceful, and fresh.

Interviewees stressed the importance of the Ivanhoe Sol in serving the Hispanic community, including those without computers or easy digital access to news and information.

Community members said that the Sol is particularly useful in that it provides

actionable information for the community. Examples of actionable information included: Infrastructure projects on which the community may want to take action, protests such as recent Black Lives Matters demonstrations, and community events such as clean-ups at the community garden.

Looking ahead to 2021, interviewees said they would like more information about things like community aid, small businesses to support, and positive "feel-good" stories, including improvements in the town. Community members also expressed interest in investigative work, particularly looking at regional police, how the city council handles money, controversy within the school district including infrastructure projects, and the chemical spraying of crops. Additionally, one interviewee mentioned the desire for accurate data and statistics on Ivanhoe's population, since they are often reliant on neighboring counties' information, rather than those specific to Ivanhoe.

Community members generally said that the print version of the Ivanhoe Sol is the most informative format for many of the older Spanish-speaking community members. For others who are more digitally inclined, they referenced getting their information primarily via the Sun Gazette app, and saw the utility for an Ivanhoe Sol app or SMS alerts for time sensitive information. The Sol currently sends information about food distributions, vaccine clinics and other time-sensitive information to residents via a texting platform that's also used by the local school district. The community members interviewed about Ivanhoe Sol say that they trust the publication because it represents the local Ivanhoe perspective and it is published in Spanish but given the small number or people we spoke with, we cannot generalize these findings to the Sol's audience, writ large.

Figure 15.
Community members work on the Fresno Community Gardens.
Photo: Lana Silva.

WHAT OUTCOMES DID THE COMMUNITIES ACHIEVE WITH THE IEA PRODUCT AND THE INFORMATION SERVED BY LPC GRANTEES? WHAT HAS BEEN THE IMPACT OF USPARK VALLEY AND IVANHOE SOL IN THEIR AUDIENCES/COMMUNITIES?

NUMBER OF CASES WHERE INTERNEWS-SUPPORTED MEDIA AND INFORMATION SOURCES CONTRIBUTE TO CHANGE.

uSpark's approach to sharing actionable information and specific calls to action appears to have been successful. Audience members, both in our survey and in focus groups, said that they used the information provided by uSpark to take action, including participating in Black Lives Matters Protests, attending (virtual) city council meetings, submitting comments to city council meetings, submitting comments to school board meetings, voting, attending a community garden cleanup, and donating to nonprofits. uSpark also said that their reporting elicited responses from city council members and that they see their reporting as pushing more active engagement in local social and political issues, such as renaming racist school mascots.

Especially in focus groups, it was striking that every participant could name at least one action they had taken as a direct result of information they received from uSpark, and all said that it was the first time that they'd taken such an action. For example, two people who attended Zoom city council meetings said they had never participated in any public meeting before and would not have thought to had it not been for uSpark. The shared experience among these participants suggests that uSpark is having a significant effect in the community and sparking civic engagement, and ultimately, is contributing to change.

> Every participant in the focus groups could name at least one action they had taken as a direct result of information they received from uSpark.

One Ivanhoe Sol audience member we interviewed said that they used the information provided to access COVID testing, while two said it prompted their participation in Black Lives Matter protests during the summer of 2020. Because we have limited information from Ivanhoe Sol audience members, it

is not possible to extrapolate the experiences of these few individuals to the audience more broadly.

PERCENTAGE OF PEOPLE ENGAGING WITH INTERNEWS-SUPPORTED FEEDBACK LOOPS WHO SAY THEIR VOICE MATTERS.

In focus groups with uSpark audience members, each person said that they appreciate that the publication has a "truly local" perspective that doesn't claim to be objective. While these individuals didn't say that they had directly contributed story ideas, in general they felt that uSpark reports on issues they care about and with a "perspective" that aligns with their own. With respect to uSpark's coverage of Black Lives Matters demonstrations in particular, uSpark's audience members said that uSpark was the only local publication to take a stand.

In the uSpark audience survey, **more than half of respondents** (55%) strongly agreed that uSpark includes the experiences of people like them in the information they provide, and another third (33%) somewhat agree with that statement.

Ivanhoe Sol audience members similarly said in interviews that they appreciate that the Sol is "truly local" and reports in a community that otherwise is excluded from mainstream media and news.

PERCENTAGE OF PEOPLE SURVEYED WHO AGREE THAT INTERNEWS-SUPPORTED MEDIA AND INFORMATION SOURCES SUPPORT ACCOUNTABILITY, TRANSPARENCY, AND PARTICIPATION.

Nearly two thirds of uSpark audience survey respondents (65%) strongly agree that uSpark promotes transparency in the community and that it helps the community understand important issues (60%). And **86% of respondents** agree that uSpark holds government and businesses in the community accountable (41% strongly agree, 45% somewhat agree). In focus groups, community members similarly emphasized that uSpark provides information to make government processes more accessible to community members.

The survey response rate for Ivanhoe Sol's audience is not high enough to make generalizations. In interviews, community members said they would like more data reporting and investigative reporting, suggesting there is still room for the Sol to further promote accountability and transparency.

86% of respondents agree that uSpark holds government and businesses in the community accountable

HOW HAS COMMUNITY PERCEPTION OF THE IEA CHANGED OVER TIME AS LOCAL GROUPS HAVE TAKEN OWNERSHIP OF THE IMPLEMENTATION?

In general, community stakeholders have positive perceptions about the IEA process and report. Some stakeholders did acknowledge that they — or someone they knew — were initially skeptical about "outsiders" leading the IEA, all said that they came to recognize the benefit of a "neutral" third party leading the process. In particular, stakeholders said they were exposed to sectors of the community they either did not know about and/or wouldn't have been included if a local group had led the process.

> The Central Valley Community Foundation said that the IEA helped to inform their increased media grantmaking work, and reporters and initiatives supported through this fund said that they often thought about what they learned through the IEA process when reporting stories.
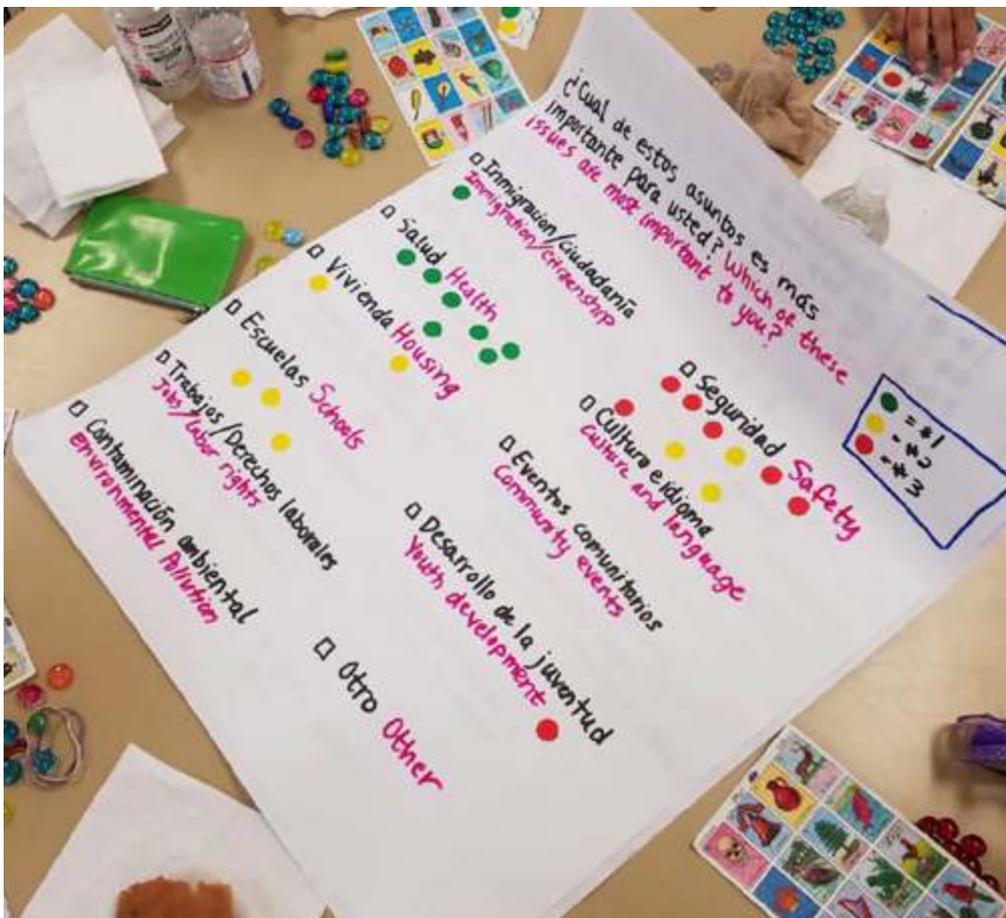
Figure 16.
Elders at the Cutler-Orosi Senior Center participate in a voting exercise as a part of a listening session.
Photo: Juan Carlos Mosqueda Rosales.

HOW COULD LPC AND ITS PARTNERS ACHIEVE BETTER OUTCOMES?

WHAT CHANGE COULD WE MAKE TO OUR APPROACH NEXT TIME?

Stakeholders said that the main benefit was being exposed to and learning more about sectors of the community that they did not know of at all or know well, but that they had not had much of an opportunity to build relationships with these community members. LPC's IEA might consider building in more regular community check ins/updates to help build a stronger network across different sectors of the community. For example, an LPC hosted six-month post-IEA session (in-person, ideally, or virtual as necessary) where community members and/or LPC funded information projects could present on their work would help to build the connective tissue across these community groups and actors.

Figure 17.
uSpark's Community Justice Alliance conduct their meeting via Zoom.

SHOULD FUTURE PROJECTS DEVOTE MORE MONEY AND EFFORT TO GRANTEES AND LESS TO THE INITIAL IEA? DO WE GET THE BALANCE RIGHT?

The two grantees had considerably different backgrounds and experiences in creating journalism and media. The founder of uSpark had extensive experience as a journalist and media maker, meaning there was a starting point of significant capacity to build a new media company from scratch and the project was built in parallel to the founders' other media work. Alternatively, the team producing the Ivanhoe Sol was doing so almost wholly separately from their "day jobs" and had less experience with journalism, meaning the resources necessary to build capacity and to ramp up reporting and production were significant. Internews might consider what specific capacities a grantee already has, and what skills and/or knowledge need to be supported through additional resources.

While uSpark is in a better position to become a sustainable publication than Ivanhoe Sol, in large part because its founder considers it a long-term project with potential to generate significant revenue, Internews could provide more support to grantees to build business models and plans for sustainability.

While the IEA was beneficial to the community and outlined the information gaps to be filled by the IPs, it is hard to know the long-term utility of the report and its process for the community, particularly given the changing information needs of residents in light of COVID-19.

Figure 18.
Recent issue of the Ivanhoe Sol covering Black Lives Matter, DACA, and more.

DISCUSSION

LISTENING POST COLLECTIVE INFORMATION ECOSYSTEM ASSESSMENT STRENGTHS

- **Community stakeholders continue to use the IEA to inform their own work.** About half of interviewees reported the express use of the report in previous and current work. The report helped them to better understand the information needs of communities with whom they have had less contact, as well as the types of information most needed by the Fresno community.

- **There was a benefit to having an outside perspective inform the IEA.** Despite concerns aired from LPC, stakeholders generally felt positive about the assessment being done by an outside group. Some mentioned hearing hesitation from the community at the beginning of the assessment (or a lack of surprise at those sentiments) but that the care, compassion, and thoroughness of the LPC assessment group quelled any concerns. Instead, stakeholders saw the benefit of having an unbiased group without allegiances to local organizations conducting the assessment.

- **The IEA included more sectors of the greater Fresno community than any one organization would have included, had they done an IEA alone.** Leaders of organizations particularly appreciated the breadth of the assessment, which was successful in reaching a greater diversity of Fresno community members than any one local organization.

FUTURE INFORMATION ECOSYSTEM ASSESSMENT OPPORTUNITIES

- **It is harder for outside groups to build relationships and trust, and they experience a greater learning curve to capture the state of the work on the ground.** While overall interviewees believed there was a benefit to having the viewpoint of an outside organization, they also noted that it is more challenging for outside organizations to gain the trust and respect of the local community. However, all believed that the LPC team was successful in gaining trust, respect, and local relationships.

- **Some community liaisons expressed a desire for more training and a channel for asking questions.** Community liaisons found the work interesting, enlightening, and fulfilling, but some expressed a desire for further assistance, training, and contacts particularly when beginning the work. They found outreach challenging, and would have benefited from another local connection of whom they could casually ask mundane questions as they arose.

- **Priorities and needs on the ground have naturally changed in light of COVID-19.** It is hard to know how much of the IEA findings have changed in the new reality. Interviewees frequently mentioned the changed nature of the community and its information flows, given the massive impact of COVID-19. Many reported that it is unclear just how much has changed, and therefore just how useful the report findings are during and following the pandemic. A few expressed a desire for a followup report, with a particular eye towards understanding how COVID-19 has changed the information ecosystem.

- **There is a desire for further community, learning, and support following the report and grant timeline.** Stakeholders discovered shared interests, goals, and opportunities through the IEA, which in turn created a nascent community of information providers, local organizations, and community members. While the pandemic has obviously greatly impacted the ability for this community to meet and develop in person, there is a desire for the further continuation and development of this community.

INFORMATION PROVIDERS

- **IPs were able to connect with their target audiences and begin to address an information gap surfaced through the IEA.** uSpark Valley was able to ramp up content production rapidly and make use of social networks to reach its target audiences — young residents of Fresno with diverse backgrounds. Ivanhoe Sol's direct print-product delivered to household model ensured that its reporting arrived to its target audiences, and anecdotally we heard from both the Sol and Sun-Gazette teams that the community found value in the reporting. However, given the limitations of our evaluation, we are unable to assess the degree to which the Sol as consumed by Spanish-speaking and bilingual community members in Ivanhoe.

- **uSpark Valley's social media strategy and savvy, paired with its clear perspective as an ally to its audience, quickly resulted in deep, trust-based relationships between the publication and audience members.** The degree to which uSpark audience members said they trust and rely on uSpark for information on a daily basis is impressive. But beyond that, the fact that the vast majority of these young audience members said they would be willing to pay for content is notable. In a time when there are ongoing conversations about journalism's role in presenting

> The degree to which uSpark audience members said they trust and rely on uSpark for information on a daily basis is impressive.
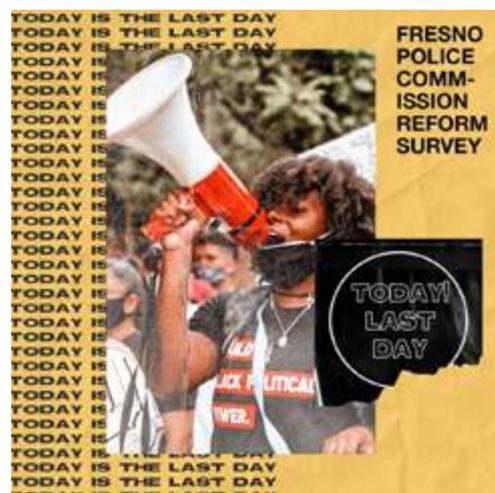

Figure 19.
Recent posts from uSpark's Instagram page.

impartial facts and trying to recognize its biases while still remaining as objective as possible, uSpark is a clear example of a reporting project that takes a clear perspective — some would argue it conducts advocacy journalism — and whose strategy is proving effective in not only generating and retaining audiences, but in sparking change in the community.

- **Filling the information gaps — i.e., reporting, editing, and publishing — is not the true long-term challenge for start-up IPs; instead, they struggle with questions of sustainability and scale.** Both IPs have uncertain futures post-Internews funding. uSpark's founder has experience in digital media and the IP start-up is connected to his "day job," which meant that he was able to develop a business plan and sustainability model for uSpark alongside building an editorial strategy and producing content. For the Sol team, the project was further removed from their daily work and the joint operating agreement with the Sun-Gazette meant that they did not have to directly deal with the issues of production and distribution directly. At the close of the grant period, the Sol had secured a $25,000 grant from the McClatchy Foundation to continue publishing and delivering content for 2021.

RECOMMENDATIONS

Based on the results from the interviews, focus groups, and surveys, the following recommendations are made:

PROGRAM RECOMMENDATIONS

- **Consider longer term support for start-ups, as well as the long term viability and sustainability of the grantees.** In particular, grantees that are new to the media space would benefit from more hands-on support from Internews, including training with respect to sustainability and business models and audience engagement, measurement, and learning.

- **Build in revenue-generating training and support for start-ups.** For all start-ups, one-year of funding ran out quickly and, given the demands of other paid jobs and responsibilities, the teams had little time to dedicate to future business development. Building this into Internews' support for start-ups would be a huge benefit to the teams.

- **Host additional post-IEA community sessions to share new work, opportunities, and contribute to deepening networks.** Community stakeholders say the IEA significantly influenced their understanding of their community and its information needs, but they felt there was a missed opportunity to continue connecting with these diverse communities after the initial IEA process was completed in order to build more lasting relationships.

ASSESSMENT RECOMMENDATIONS & REFLECTIONS

- **Define audience metrics together with grantees at the launch of the grant in order to identify opportunities to build capacity within the grantee organization for audience engagement, feedback, and measurement, as well as inform long-term assessments by Internews.**

  A. Work with grantees to develop platform-specific indicators and metrics of success for digital and print publications.

  B. For print publications, less audience data is available writ large, with far less specificity to that data as well. While circulation numbers can tell you how many received the publication, they cannot tell you how many read or engage with it.

  C. Additionally, assessment for print publications particularly during a pandemic, presents more challenges in conducting a digital research based assessment.

- **Build learning and assessment into the course of the grant period with feedback loops to inform ongoing work by grantees.** Learning and assessment, in partnership with grantees, can help generate key information and insights to inform grantee work during the grant period, rather than at the end.

INTERNEWS THEORY OF CHANGE

Impact: Healthy information environments enable everyone to make better-informed decisions, bridge divides, participate more fully in their communities, and hold power to account.

	Good Information	Strong Business Models
Intermediate Outcomes	Communities have increased access to good information that is trusted and trustworthy, which meets their needs and which drives transparency, accountability and participation.	Trusted and trustworthy information sources increase their reach, engagement, brand loyalty, financial sustainability and operational security.
Immediate Outcomes	Information producers consistently produce high quality accurate, evidence-based, inclusive information in diverse formats.	Information producers develop and deliver on effective business strategies.
Activities		
Challenges	News and information content is inaccurate and untrustworthy. Communities don't have good information.	Media outlets don't have business strategies; audiences and advertisers don't support local media; platforms, governments, and corporate interests dominate media markets.

Problem Statement: In an unhealthy information environment, people are unable to make informed choices, false and hateful information divides communities, citizen participation in civic life declines and the structures for holding power to account are weakened.

INTERNEWS THEORY OF CHANGE

Safe, Inclusive Access	Critical Assessment	Accountable Institutions	
Marginalized groups safely access quality information that meets their needs, they are able to participate fully in society, and they can see themselves represented fairly and accurately in the media	People critically engage with information, reject false and harmful information and seek out high quality, accurate information.	Governments, institutions and platforms are held accountable for protecting human rights. Legal, regulatory and business environments support independent media and freedom of expression.	**Intermediate Outcomes**
Information consumers can safely access locally-relevant information, in languages they understand, whilst information producers meet gaps in provision.	Information consumers know how to identify false information and are motivated to reduce its spread.	Civil society is equipped to hold power to account, promote freedom of expression and ensure human rights are upheld.	**Immediate Outcomes**
			Activities
Lack of access to information on all platforms and spaces limits participation and freedom of expression. People coming online for the first time, especially ethnic, political or religious minorities, are vulnerable to harassment, surveillance and intimidation. Lack of connectivity and uneven access to adequate bandwidth limits information access in 2G areas.	Consumers' inability or unwillingness to distinguish between fact and falsehood leaves them vulnerable to manipulation and liable to participate in the spread and amplification of misinformation and disinformation, which in turn creates confusion, erodes trust, and damages democracy.	Hostile governments deliberately suppress freedom of expression in increasingly sophisticated ways, whilst technology and digital platform companies operate with little transparency or oversight. Governments and institutions are not accountable to people.	**Challenges**

Assumptions:
- Internews has the financial, technical and human resources to achieve significant reach and operate in every setting where this work is needed.
- Media and information providers share Internews´ commitment to high quality, accurate, evidence-based, inclusive information and are open to collaboration.
- The existence of shared global norms continue to value freedom of expression and independent media.
- High quality information acts as a driver of positive change.

APPENDIX A: INFORMATION PROVIDER INTERVIEW PROTOCOL

¡MPACT ARCHITECTS

Fresno Listening Post Collective IEA

Information Provider Interview Protocol

1. Can you tell me about your experience with the LPC information ecosystem assessment?

2. How has your organization used the IEA? Did you use any of the methods identified in the IEA, or did you use other methods? Why? Was their approach more effective?

3. Do you have any sense as to how your community perceived the IEA?
   a. Has your community's perception of the IEA changed over time as you have taken ownership of the implementation?

4. Internews's assumption is that up-front investments in trust-building and the IEA lead to best results. Would you agree with this, or do you think future projects devote more money and effort to IPs and less to the initial IEA? Do they get the balance right?

5. Can you tell me a bit more about how uSpark Valley/Ivanhoe Sol serves your community with information?

6. How has the community been responding to this work?
   a. Do you have evidence that your work is having an impact in the world?
   b. What type of metrics or analytics do you look at to understand how your work is reaching your community? Can you please share these analytics with me?

7. How could LPC have better supported you and your work?

8. What would you change about LPC's approach for the future?

APPENDIX B: STAKEHOLDER INTERVIEW PROTOCOL

IMPACT ARCHITECTS

Fresno Listening Post Collective IEA

Stakeholder Interview Protocol

1. Can you please tell me about your experience engaging with the Listening Post Collective during the information ecosystem assessment process in 2019?

2. Do you remember what you thought about this process? Has your thinking changed over time?

3. Is there anything else LPC could have done during the IEA process to help build strength in the community?

4. Have you used the IEA at all in your work or daily life?
   a. If so, please tell me more about how.

5. Is there anything you'd recommend LPC change in their approach for the future?

APPENDIX C: PHONE INTERVIEW WITH CLAUDIA

IMPACT ARCHITECTS

Fresno Listening Post Collective IEA

Phone Interview with Claudia

1. What's your connection to the Ivanhoe Sol?

2. What kind of information do you go to Ivanhoe Sol for?

3. If you had to pick three words to describe the Ivanhoe Sol, what would they be?

4. Has there been any information shared by Ivanhoe Sol that made you go out and take some action?

5. Thinking forward to 2021, what kind of information do you hope Ivanhoe Sol will provide for you?

6. How do you most like to get news and information about your local community? And how could the Ivanhoe Sol get you information more conveniently?

7. (Juan Carlos Mosqueda additional question) How do you think El Ivanhoe Sol is doing?

APPENDIX D: IVANHOE SOL AUDIENCE SURVEY

Ivanhoe Sol Audience Survey

Gracias por tomar unos minutos para compartir tus opiniones y pensamientos con respecto al Ivanhoe Sol. La encuesta es anómina. Compartiremos los resultados con el Ivanhoe Sol para que pueda mejor entender cómo servirte a ti y a tu comunidad.

Por favor comparte tu correo electrónico al final de la encuesta para tener una chanza de ganar una de cuatro tarjetas de regalo de $50.

Thank you for taking a few minutes to share your thoughts and feedback about Ivanhoe Sol. This survey is anonymous. We will share the results with Ivanhoe Sol to better understand how Ivanhoe Sol can continue to serve you and your community.

Please share your email address at the end of this survey for a chance to win one of four $50 gift cards.

* 1. ¿Prefieres completar la encuesta en español o en inglés? Do you prefer to take the survey in Spanish or English?

◯ Español

◯ Inglés

Ivanhoe Sol Audience Survey

English

2. How frequently do you get news and information from Ivanhoe Sol?

○ Daily

○ A few times a week

○ Once a week

○ A few times a month

○ A few times a year

○ Never

3. Which issues do you get information about from Ivanhoe Sol? *Select all that apply.*

☐ Immigration/citizenship

☐ Health

☐ Housing

☐ Schools

☐ Jobs/labor rights

☐ Environmental pollution

☐ Safety

☐ Culture & language

☐ Community events

☐ Youth development

☐ Voting

☐ Other (please specify)

4. About which issues would you like to see Ivanhoe Sol publish MORE information? *Select all that apply.*

- [ ] Immigration/citizenship
- [ ] Health
- [ ] Housing
- [ ] Schools
- [ ] Jobs/labor rights
- [ ] Environmental pollution
- [ ] Safety
- [ ] Culture & language
- [ ] Community events
- [ ] Youth development
- [ ] Voting
- [ ] Other (please specify)

5. How would you like to get information from Ivanhoe Sol? *Select all that apply.*

- [ ] Digital news website
- [ ] Email newsletter
- [ ] Facebook
- [ ] Instagram
- [ ] Podcast
- [ ] Print/Newspaper
- [ ] Radio
- [ ] SMS/Text Message
- [ ] Snapchat
- [ ] Twitter
- [ ] TikTok
- [ ] YouTube
- [ ] Other (please specify)

6. How strongly do you disagree or agree with the following statements?

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat agree	Strongly agree
Ivanhoe Sol helps my community understand important issues.	○	○	○	○	○
Ivanhoe Sol fairly represents my community.	○	○	○	○	○
Ivanhoe Sol includes the experiences of people like me in the information they provide.	○	○	○	○	○
Ivanhoe Sol provides information that I didn't have access to before uSpark Valley was formed.	○	○	○	○	○
Ivanhoe Sol holds the government and businesses accountable in my community.	○	○	○	○	○
Ivanhoe Sol supports transparency in my community.	○	○	○	○	○
I am able to be more active in my community because of information provided by Ivanhoe Sol.	○	○	○	○	○

7. Compared with other places you get news and information, how much do you trust Ivanhoe Sol?

○ A Lot less

○ A little less

○ About the same

○ A little more

○ A lot more

8. If you could change one thing about Ivanhoe Sol what would it be?

9. How has Ivanhoe Sol had an impact on your day to day life, if at all?

10. Which of these information sources do you rely on most to know what's happening in your community?
(Pick up to 3)

☐ Church

☐ Community Organization

☐ Community leader

☐ Digital news website

☐ Email Newsletter

☐ Friend of family member

☐ Local government, agency or official

☐ Local news website

☐ Location based online group (eg. Facebook, Nextdoor or neighborhood listserv)

☐ Newspaper

☐ Radio station

☐ TV

☐ School

☐ Social Media Generally - Facebook, Twitter, Instagram or TikTok

☐ Other (please specify)

11. How do you identify?

○ Woman

○ Man

○ Third gender or gender nonconforming

○ Prefer not to say

○ Prefer to self identify

12. How do you describe yourself?

- ◯ Asian or Asian American
- ◯ Black or African American
- ◯ Hispanic, Latino/a, Latinx
- ◯ Middle Eastern or Arab
- ◯ Native American or Native Alaskan
- ◯ Native Hawaiian or Pacific Islander
- ◯ White
- ◯ Prefer not to say
- ◯ Prefer to self identify

13. What is your age?

- ◯ 0-18
- ◯ 19-25
- ◯ 26-30
- ◯ 31-35
- ◯ 36-40
- ◯ 41-45
- ◯ 46-55
- ◯ 56-65
- ◯ 65+

14. What is the zip code where you live?

15. How long have you lived in the Ivanhoe community?

- ◯ I do not live in Ivanhoe
- ◯ Less than 1 year
- ◯ 1-3 years
- ◯ 3-5 years
- ◯ 5+ years

16. Please share your name, email address, and phone number if you would like to be entered in the running to receive 1 of 4 $50 gift cards.

Name

Email Address

Phone Number

Ivanhoe Sol Audience Survey

Español

17. ¿Con qué frecuencia recibes noticias e información de Ivanhoe Sol?

○ Diario

○ Algunas veces a la semana

○ Una vez a la semana

○ Algunas veces a la mes

○ Algunas veces al año

○ Nunca

18. ¿Sobre qué temas obtienes información de Ivanhoe Sol? *Seleccione todas las que correspondan.*

☐ Inmigración/ciudadanía

☐ Salud

☐ Alojamiento

☐ Educación

☐ Trabajo/Derechos laborales

☐ Contaminación ambiental

☐ Seguridad

☐ Cultura e idioms

☐ Eventos en la comunidad

☐ Desarrollo juvenil

☐ Votación

☐ Otra

19. ¿Sobre qué temas te gustaría que Ivanhoe Sol publicará MÁS información? Seleccione todas las que correspondan.

- [ ] Inmigración/ciudadanía
- [ ] Salud
- [ ] Alojamiento
- [ ] Educación
- [ ] Trabajo/Derechos laborales
- [ ] Contaminación ambiental
- [ ] Seguridad
- [ ] Cultura e idioms
- [ ] Eventos en la comunidad
- [ ] Desarrollo juvenil
- [ ] Votación
- [ ] Otra

20. ¿Cómo te gustaría obtener información de Ivanhoe Sol? *Seleccione todas las que correspondan.*

- [ ] Un sitio web
- [ ] Un boletín electrónico
- [ ] Facebook
- [ ] Instagram
- [ ] Un podcast
- [ ] Periódico (impreso)
- [ ] La radio
- [ ] SMS/Mensaje del texto
- [ ] Snapchat
- [ ] Twitter
- [ ] TikTok
- [ ] YouTube
- [ ] Other (please specify)

21. ¿A qué medida estás en desacuerdo o acuerdo con las siguientes afirmaciones?

	Estoy muy en desacuerdo	Estoy algo en desacuerdo	Neutral	Estoy algo en acuerdo	Estoy muy en acuerdo
Ivanhoe Sol ayuda a mi comunidad a comprender temas importantes.	○	○	○	○	○
Ivanhoe Sol representa de manera justa a mi comunidad.	○	○	○	○	○
Ivanhoe Sol incluye las experiencias de personas como yo en la información que brindan.	○	○	○	○	○
Ivanhoe Sol proviene información a la que yo no tenía acceso antes de que se formara Ivanhoe Sol.	○	○	○	○	○
Ivanhoe Sol responsabiliza al gobierno y las empresas en mi comunidad.	○	○	○	○	○
Ivanhoe Sol apoya la transparencia en mi comunidad.	○	○	○	○	○
Puedo ser más activo en mi comunidad gracias a la información proporcionada por Ivanhoe Sol.	○	○	○	○	○

22. En comparación con otras fuentes donde obtienes noticias e información, ¿cuánto confías en Ivanhoe Sol?

○ Mucho menos

○ Un poco menos

○ Más o menos igual

○ Un poco más

○ Mucho más

23. Si pudieras cambiar una cosa sobre Ivanhoe Sol, ¿cuál sería?

24. ¿Cómo ha tenido Ivanhoe Sol un impacto en su vida diaria, si es que lo ha hecho?

25. ¿En cuál de estas fuentes de información confías más para saber qué está sucediendo en tu comunidad? (Selcciona hasta 3)

- [ ] La iglesia
- [ ] Una organización comunitaria
- [ ] Líderes comunitarios
- [ ] Un sitio web de noticias
- [ ] Un boletín electrónico
- [ ] Amigo/as o familiares
- [ ] El gobierno, una agencia del gobierno, o un oficial publico
- [ ] Un group virtual (eg. Facebook, Nextdoor, o un listserv local)
- [ ] Periódico impreso
- [ ] Una estación de la aadio
- [ ] TV
- [ ] Una escuela o colegio
- [ ] Medios sociales - Facebook, Twitter, Instagram o TikTok
- [ ] Otra

26. ¿Cómo te identificas?

- ( ) Mujer
- ( ) Hombre
- ( ) Tercer género o no conforme al género
- ( ) Prefiero no compartir
- ( ) Prefiero identificarme a mi mismo

27. ¿Cómo te describes a ti mismo?

○ Asiático/a o asiático/a americano/a

○ Afroamericano/a

○ Hispanico/a, Latino/a, Latinx

○ Del Medio Oriente o árabe

○ Nativo/a americano/a, nativo/a de Alaska, o indígena

○ Nativo/a hawaiana o isleña del Pacífico

○ Blanco/a o caucásico/a

○ Prefiero no decir

○ Prefiero indentificarme a mi mismo.

28. ¿Cuál es tu edad?

○ 0-18

○ 19-25

○ 26-30

○ 31-35

○ 36-40

○ 41-45

○ 46-55

○ 56-65

○ 65+

29. ¿Cuál es el código postal del lugar donde vives?

30. ¿Por cuánto tiempo has vivido en la comunidad de Ivanhoe?

○ No vivo en Ivanhoe

○ Menos de un año

○ 1-3 años

○ 3-5 años

○ 5+ años

31. Comparte tu nombre, dirección de correo electrónico y número de teléfono si deseas participar en la rifa para recibir 1 de 4 tarjetas de regalo de $ 50.

Nombre y apellido

Correo electrónico

Number de telefono

APPENDIX E: USPARK FOCUS GROUP PROTOCOL

IMPACT ARCHITECTS

Fresno Listening Post Collective IEA

IP Audience Focus Group

1. What's your connection to the uSpark Valley?

2. What kind of information do you go to uSpark Valley for?

3. Has there been any information shared by uSpark Valley that made you go out and take some action?

4. Thinking forward to 2021, what kind of information do you hope uSpark will provide for you?

5. How do you most like to get news and information about your local community? And how could the Ivanhoe Sol get you information more conveniently?

6. If you had to pick three words to describe the uSpark Valley, what would they be?

APPENDIX F: USPARK VALLEY AUDIENCE SURVEY

uSpark Valley Audience Survey

Thank you for taking a few minutes to share your thoughts and feedback about uSpark Valley. This survey is anonymous and we will share with uSpark to use the results to better understand how uSpark can continue to serve you and your community.

Please share your email address at the end of this survey for a chance to win one of four $50 gift cards.

1. How frequently do you get news and information from uSpark Valley?

   ○ Daily

   ○ A few times a week

   ○ Once a week

   ○ A few times a month

   ○ A few times a year

   ○ Never

2. Which issues do you get information about from uSpark Valley? *Select all that apply.*

   ☐ Immigration/citizenship

   ☐ Health

   ☐ Housing

   ☐ Schools

   ☐ Jobs/labor rights

   ☐ Environmental pollution

   ☐ Safety

   ☐ Culture & language

   ☐ Community events

   ☐ Youth development

   ☐ Voting

   ☐ Other (please specify)

   [   ]

3. About which issues would you like to see uSpark Valley publish MORE information? *Select all that apply.*

☐ Immigration/citizenship

☐ Health

☐ Housing

☐ Schools

☐ Jobs/labor rights

☐ Environmental pollution

☐ Safety

☐ Culture & language

☐ Community events

☐ Youth development

☐ Voting

☐ Other (please specify)

[   ]

4. How would you like to get information from USpark Valley? *Select all that apply.*

☐ Digital news website

☐ Email newsletter

☐ Facebook

☐ Instagram

☐ Podcast

☐ Print/Newspaper

☐ Radio

☐ SMS/Text Message

☐ Snapchat

☐ Twitter

☐ TikTok

☐ YouTube

☐ Other (please specify)

[   ]

5. How strongly do you disagree or agree with the following statements?

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat agree	Strongly agree
uSpark Valley helps my community understand important issues.	◯	◯	◯	◯	◯
uSpark Valley fairly represents my community.	◯	◯	◯	◯	◯
uSpark Valley includes the experiences of people like me in the information they provide.	◯	◯	◯	◯	◯
uSpark Valley provides information that I didn't have access to before uSpark Valley was formed.	◯	◯	◯	◯	◯
uSpark Valley holds the government and businesses accountable in my community.	◯	◯	◯	◯	◯
uSpark Valley supports transparency in my community.	◯	◯	◯	◯	◯
I am able to be more active in my community because of information provided by uSpark Valley.	◯	◯	◯	◯	◯

6. Compared with other places you get news and information, how much do you trust uSpark Valley?

◯ A Lot less

◯ A little less

◯ About the same

◯ A little more

◯ A lot more

7. If you could change one thing about uSpark Valley what would it be?

8. How has uSpark Valley had an impact on your day to day life, if at all?

9. Which of these information sources do you rely on most to know what's happening in your community? *(Pick up to 3)*

- [ ] Church
- [ ] Community Organization
- [ ] Community leader
- [ ] Digital news website
- [ ] Email Newsletter
- [ ] Friend of family member
- [ ] Local government, agency or official
- [ ] Local news website
- [ ] Location based online group (eg. Facebook, Nextdoor or neighborhood listserv)
- [ ] Newspaper
- [ ] Radio station
- [ ] TV
- [ ] School
- [ ] Social Media Generally - Facebook, Twitter, Instagram or TikTok
- [ ] Other (please specify)

10. How much would you be willing to pay per month to support uSpark?

- ( ) $0
- ( ) $1
- ( ) $2
- ( ) $3
- ( ) $5
- ( ) $10
- ( ) $15
- ( ) $25
- ( ) $50
- ( ) $75
- ( ) $100

11. How do you identify?

○ Woman

○ Man

○ Third gender or gender nonconforming

○ Prefer not to say

○ Prefer to self identify

[   ]

12. How do you describe yourself?

○ Asian or Asian American

○ Black or African American

○ Hispanic, Latino/a, Latinx

○ Middle Eastern or Arab

○ Native American or Native Alaskan

○ Native Hawaiian or Pacific Islander

○ White

○ Prefer not to say

○ Prefer to self identify

[   ]

13. What is your age?

○ 0-18

○ 19-25

○ 26-30

○ 31-35

○ 36-40

○ 41-45

○ 46-55

○ 56-65

○ 65+

14. What is the zip code where you live?

[   ]

15. How long have you lived in the Fresno community?

○ I do not live in Fresno

○ Less than 1 year

○ 1-3 years

○ 3-5 years

○ 5+ years

16. Please share your name, email address, and phone number if you would like to be entered in the running to receive 1 of 4 $50 gift cards.

Name

Email Address

Phone Number