List of Abstracts
ECREA Pre-Conference Dealing with the Local: Media, Proximity and Community (2016)

<u>**New trends in local media**</u>

David Baines: Developing an Enduring Model of Sustainability for Keystone Local Media
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This paper reports on the design and progress of a collaborative project between the author and the family-owned Teesdale Mercury newspaper in the North of England, (Est 1854, circ 6,000) to develop new models of local media sustainability and new models of local journalism which generate more interactive, collaborative engagements, online and offline, with the rural communities it serves. The Mercury is unusual in that it is owned by a family which bought out other shareholders to prevent the newspaper's sale to a corporate media organisation so that it might retain its prime purpose of serving the local community. The project draws on conceptualisations of network society (Castells 1996, 2007) and 'networked journalism' (Heinrich 2011) applies understandings gained through earlier empirical research by the author (Baines 2011, 2013; Baines & Li 2013; Baines & Wall 2016). The two-year project involves conducting a series of in-depth cultural probes with different segments of the communities hosted within the circulation area - the upper valley of the river Tees, and the market town of Barnard Castle – to identify opportunities for journalists to work collaboratively with groups, individuals and organisations within the wider community to generate and maintain greater participation in the local communicative sphere. However, this collaborative approach presents a challenge to the journalists' valued autonomy and professional identity, and invites them to reconceptualise both their roles and their professional practice. It also challenges the 'audience' to reconceptualise their place in the local communicative sphere and to develop new participative roles in their communities. These probes are being conducted through a series of 'knowledge cafes', which offer a creative and inclusive technique for sharing knowledge and stimulating new thinking. The process of recruitment of participants to these cafes also generates wider reflection and discussion within the communities the Mercury serves about the purposes, practices and benefits (actual and potential) of local journalism and about opportunities to develop a more collaborative, participative, local public sphere. The data from these cafes is analysed and informs a series of seminars with the journalists. It is intended that these lead to the initiation by the newspaper of a series of community-based projects which will develop new models of collaboration.

Franck Bousquet, Emmanuel Marty, Nikos Smyrnaios: How Do Local Journalistic Start-ups in France Engage and Renew the Bond with Local Online Readership
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Through fieldwork undertaken in three southern French cities (Bordeaux, Marseille and Toulouse), our study aims to examine the relationship between five "pure players" dealing with local news and their respective audiences. In the midst of a broad crisis of traditional media, local and regional newspapers face an erosion of their readership, and are having difficulty in making their online readership profitable. Local pure players might, in this context, embody an alternative in the local media landscape, by renewing the relationship to audiences. The central question of this paper therefore lies in the tension between territorial

proximity, which is constitutive of traditional local news, and sociological closeness, which is characteristic of the ties between national pure players and their audiences. Indeed, we aim to observe and define how and to what extent the evolution of local news situation may contribute to redefine the link between audiences and the local. To that end, we tackled three main issues in our analysis of the five selected news websites: first, the way newsrooms *apprehend and picture readership*, measured through journalists' interviews; then the *participatory logic* set up in websites*,* meaning the various interactive options proposed to readers as opportunities to dialog and play an active role in news construction, examined both through interviews and analysis of the websites; and finally the physical and symbolic location of newsrooms in their *territorial environment,* which is an indicator of their relationship with local society. Through these three approaches, our aim is to depict and explain precisely the nature of the relationship between these actors and their local audiences. Do these pure players offer their readers a higher level of interaction than traditional Daily Regional Press (*PQR)* do? Do they attach more importance to feed close conversation with readership than to highlight geographical proximity? At last, can these digital local medias create new dynamics able to renew fundamentally territorial ties? By proposing answers to those questions, our concern is to measure their ability to embody true local agoras and to participate to the construction of renewed local communities.

Birgit Røe Mathisen, Lisbeth Morlandstø: Digitisation – Empowering Regional Media in National Public?

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This paper shed light on the role of regional media in the national public, and is based upon a study of six Norwegian regional newspapers, further a following-up case study of one of them. The paper discusses how digitisation might empower regional media, especially regarding how they reach out in the national public, representing the voices and perspectives from the local communities and regions. The research focus is more specific the commentary or opinion based journalism. The commentary journalism is an expanding genre all over the western world, representing interpretive moments in a complex world with rapid information flow. Commentary journalism is a genre with strong historical roots, especially related to printed newspaper. The digital media landscape gives new opportunities for the commentators to reach out in the public debate, further for the public to participate and contribute. This goes for regional media as well as the national ones. Commentary journalism has also been subject to criticism, both concerning the lack of relevance, analytical depth and for narrowing the public debate. In an earlier study (Mathisen and Morlandstø 2015), we found that the regional press stands out as a counter-voice, bringing alternative interpretation, description and worldviews into the public sphere. However, we discuss how the columnists and editors in regional media described a situation where perspectives and nuances from the different parts of Norway rarely were represented. They experienced difficulties being heard on the national agenda, criticizing the national media for narrowing the public sphere. A recent following-up case study in one of this newsrooms though, indicate that digitisation implies a fundamental change: through likes and shares, social media is vital in distributing the columns, moreover the immediacy online helps the regional columnists to reach out, as barriers of paper distribution vanish. This gives reason to discuss whether the digital shift in media landscape changes the public debate, empowering the regional media in their effort to give a voice on behalf of the communities and regions. The decentralized press structure is an important characteristic of the Norwegian media landscape, consisting of a great number of local and regional editions spread all over the country. The study we are presenting is part of a research program named "Shaping public opinion through local media", which is investigating the role of local and regional media in a democratic perspective.

Klaus Arnold, Anna-Lena Wagner: The Performance of Local Newspaper Websites
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In the last years and decades the newspaper market in many countries experienced profound changes: On the one hand the circulation of printed newspapers declined but the reach of newspaper websites increased. With other words the newspaper websites became more important, maybe in some cases they are already more relevant than the printed paper. While there are some studies about the internet presence of national papers there is not much research done about the websites of local or regional news outlets in the internet. In a large research project funded by the German Research Fund we investigate the quality and the performance of local journalism in traditional printed newspapers and their corresponding websites. In relation to the local newspaper websites our main research questions are: Can we find an independent online journalism on a local level or are the contents of the websites similar to those published in the printed papers? And concerning the publication date or time: What comes first, the printed paper or the website? Since participation is an important issue especially on a local level and of course in the internet we ask: What kind of participation elements do these websites offer for their readers? On a theoretical level this study is backed up by reflections about media quality. We developed three perspectives which describe the functions and normative requirements concerning journalism. In a spatial perspective the local environment is not only a place to identify with or the place where the individual lives, works and communicates, but it is in a political dimension the place where the citizens have the chance to participate in a rather direct way. Therefore participation is a main quality item for local journalism. In the first part of this project 103 German local printed newspaper editions and their corresponding websites are analyzed. The analysis of the websites is mainly focused on participation and the comparison with the printed papers. For the sampling procedure that is aiming to represent the whole German local newspaper market we used a complex random design weighted by circulation of the newspaper editions. Right now the coding process is completed and we are analyzing our data. In autumn we could present some results of this so far largest content analysis of local news in Germany. Other parts of this project will include interviews with newspaper editors and content analysis of alternative local news websites.

Community media

Francesca Belotti, Susanna De Guio, Emilse Siares: Community Media and the Relationship between Territorial Proximity and Content Production: Experiences from the North of Argentina
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Recent Latin American reforms in the field of communication strengthen the media diversity principle (McQuail & Van Cuilenburg, 1983; Rössler, 2007) by recognizing community media and the strategic role they play in making social demands visible in the public space (Mata, 2006). Their *raison d'être* relies on the relationship they establish with communities/audiences and in the bottom-up process which gives birth to them (Gumucio Dagron, 2001; Rennie, 2006). They are participatory for serving communities and being embedded in them (Deuze, 2006; Carpentier & Scifo, 2010), thus offering alternative contents (Atton, 2002; Rodríguez, 2009) and disputing the hegemonic discourse (Martín-Barbero, 1981; Mata, 2011). Therefore, community media ensure a cultural production that articulates communication and political struggle, thus addressing social change (Vinelli, 2014). The Argentinian Law 26.522 on Audiovisual Communication Services (2009) is exemplar as it is pioneering in Latin America. It aims at democratizing the media arena –that had long been a prerogative of commercial media groups– by ensuring the presence of multiple and diverse actors: on the one hand, it reserves a radio spectrum quota to private nonprofit media (33%), including community broadcasters; on the other hand, it recognizes the right of universities, schools, Church and indigenous people to access to the radio spectrum as public law entities as well as State. Nevertheless, such a legal classification based on the "private vs. public" binary logic does not take into due account the purposes, uses and functions of each kind of media. In fact, community media as "private nonprofit media" are assimilated to others that are very different in terms of economic conditions, objectives, content and organization (Torres, 2011; Segura 2013; Vinelli, 2014). Conversely, some broadcasters acting as community media turn up in the category of "public media": we specifically refer to some school radios and to indigenous media. The formers may articulate participatory and local-rooted media projects where communication is used as a tool for teaching mediation (Prieto & Gutiérrez, 1994); the latters are spaces for organizing struggles (Basanta, 2013) and/or mediated communication practices through which native people build and maintain their cultural and political identities (Doyle, 2007; Salazar, 2009). The paper analyzes results arising from two researches carried out in the North of Argentina through in-depth interviews namely with two indigenous radios –one in Jujuy and one in Salta– and with two school radios –in Misiones. The most interesting data refers to the communities-media relationship unveiling the existence of mutual bonds between social fabric and content generation. Analysis shows that communities' participation in the foundation and/or management of media reverberates in the production of content related to their own interests and needs. Thus, results suggest that functions, uses and purposes count more than ownership in defining such broadcasters as community media.

Jan Hestmann: Community Media within Europe
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Community Media within Europe is positioned as an alternative to public and commercial media. It is drafted to serve a local community and make media accessible to its members. Although, who are its members? Community media wants to give a voice to minorities,

including ethnic ones. The term ethnic minority helps to construct communities within such a discourse, held by community media protagonists. How can we understand the term community within the concept of community media? What role plays the term minorities, especially ethnic minorities, when it comes to define community media? To what extent community media itself creates communities? Discourse Analysis: In order to answer the questions above, I use the method of discourse analysis, referring to Achim Landwehr. I examine a selection of official documents within Europe that are dealing with community media, for example the European Parliament resolution on Community Media in Europe (2008), as well as the statutes of the Community Media Forum Europe (CMFE). The research also focuses on Austria, that has a strong network of community radios, merged by the Verband Freier Radios Österreich (VFRÖ). Its charter is another important document within the outlined discourse analysis. Finally, also radio shows themselves are crucial sources. I examine the term minorities within this variety of sources to describe how it is used. Is the term defined? To what extent is it combined with the term ethnic? What role does other categories like nationality, language or gender play within this context? And: who is talking? From which position are the protagonists talking? Theory: Beside the methodological approach, there are two theoretical terms, which influences this paper strongly. Stuart Halls theory on cultural identity is based on the assumption that cultural identity gets visible through practising representation and positioning of its members, f.e. through media. Having this in mind makes it crucial to ask who is representing and positioning whom in this discourse. Who is the speaker? The other theoretical term is Benedict Anderson's imagined community. Nationality and language are important categories within his theory, as well as imagination that can by forced through media. How does the speaker imagine his or her audience/community? To what extent is it possible to create imagined communities using these categories and what do we learn from it about the local? Goals: I have worked many years at community radios in Austria. My main goal is to create a paper analysing the effects of community media's long maintained discourse addressing communities. This discourse repeats its terms constantly. Therefore, in 2016, as media, media consumption and audiences change a lot, it is necessary to question these terms in a critical way in order to open the discourse and finally push community media 's development in Europe forward.

Rose Kimani: Local Communities as Local Audiences – The Case of a Kenyan Community Radio Station

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Community radio has been an added feature to the mediascape in Kenya for slightly over a decade. This is relatively young when compared to the rest of the broadcast media sector which has been in existence since the 1960s. Following the liberalization of the media sector in the 1990s, the mid-2000s saw the introduction of community radio stations into the media landscape, mostly with the assistance of donor funding. Despite the external funding, these stations are largely owned and managed by the communities they in which they are located. Over a decade later, some of these community radio stations are still thriving while others have been unable to sustain themselves. Even so, in general the community radio sector has continued to grow, with over ten new stations established in the past five years. At the local level, community radio stations have changed the communication landscape of the communities in which they are situated. Moreso, with the growth of digital media as a 'mediatization wave' (Hepp, 2013) the ways in which the community interacts with these radio stations and with each other continues to evolve in innovative ways. Based on interview and ethnographic observation data gathered during research visits in 2014 and 2015, I explore one 'community radio community' in terms of its members' interactions with each other and with the radio station, based on the presence of the radio station in the community.

For my analysis, I make use of Hepp's proposal for synchronous mediatisation research, by exploring the interaction of different demographic groups in the community with the radio station and with each other at a particular moment in time. I find this approach a useful tool in trying to capture the change in the local community, based on the idea that different 'media generations' appropriate media in certain ways because they share the same forms of media socialisation. In viewing the community as a communicative figuration, I analyse the ways in which communication structures and methods are changing, and with them, the changing communication norms in the society. In outlining the constellation of actors involved in the community's communication system, the thematic framing, forms of communication and media ensemble, I seek to trace the interrelation between media-communicative and socio-cultural change at the level of the local community.

Tae-Sik Kim: Keeping Old Transnational Community: A Study on Vietnamese Ethnic Print Media in the Czech Republic

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This study first strives to report the current status and the future prospect of Vietnamese ethnic print media in the Czech Republic (CR), which is relatively unknown to mainstream Czech society. Grounded in the understanding of the current state, this study also aims to investigate the role Vietnamese ethnic print media has in shaping and maintaining transnational communities in CR. While there are primarily four types of media routinely used, such Czech television, Vietnamese television via satellite, various online media, and Vietnamese ethnic print media, by Vietnamese in CR, ethnic print media is exclusively used by the older generation of migrants who lack Czech or other foreign language skills. There are more than five weekly or monthly magazines published in Vietnamese communities in CR; they are distributed free of charge to members of the community. These media consist of three main types of articles: (1) news on the homeland Vietnamese society from homeland Vietnamese media, (2) general international news from multiple sources including major foreign media, news agencies, mainland Vietnamese media, and Czech media, and (3) news on Czech society from major Czech news media. While these media readers can also consume news on homeland Vietnamese society and international affairs by using Vietnamese satellite television, many of them rely on these ethnic print media as their only informational source about Czech society. This study will further conduct a basic content analysis in order to clarify the scope of news covered by these ethnic media. The qualitative interview study will be twofold. First, media editors will be asked questions related to news values, news discourse, and the self-definition and the future prospect of these media. Second, a series of in-depth interviews with the readers of the media will be conducted to determine how the readers identify themselves in the larger context of Vietnam and CR, how they define home and host society communities, and how they assess the role of these media in their diasporic life. Many older migrants maintain rather monotonous transnational communities by keeping border crossing practices between home and host societies simple. Contrarily, the younger generation of migrants who have higher technological literacy and language skills have built more dynamic transnational communities by crossing multiple borders of the world, thus shaping their flexible identities. The current study would be an important first step to understanding the evolution (and the discrepancy) of the migrants' communities and the role of media in response to the change. This study will eventually discuss how to maintain healthy, stable, and viable transnational communities among Vietnamese migrants in CR.

Hyperlocal media

Jonas De Meulenaere: Can Bottom-up and Unstructured Locally Anchored Facebook-groups Be Considered as Hyperlocal Media?
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Local information exchange is often considered a crucial aspect for the viability of a neighborhood and to foster civic engagement (Barnett & Townend, 2014). This exchange happens within and across various storytelling levels, for instance interpersonally between neighbors, or from national or local news media to neighborhood residents (Ball-Rokeach, Kim & Matei, 2001). A typical midlevel example of local storytelling agents are the so-called hyperlocal media. An often cited conceptualization of hyperlocal media is the one of Metzgar, Kurpius & Rowley (2011). Typical for their approach is that hyperlocal media are considered to be organized entities, deliberately set up with a journalistic purpose, employing paid or voluntary journalists, and having the normative ideal of fostering local civic engagement. These organized hyperlocal media operations seem however not to be the only mezzo level agents in the storytelling structure of a neighborhood. Recently we see the emergence of bottomup, unstructured, loosely organized and little monitored Facebook-groups, set up by residents to aggregate both residents and information concerning a specific locality such as an urban neighborhood. A quick survey revealed about 20 of these groups and pages in the middle-sized city of Ghent, Belgium. In these online spaces we notice how people share information and news related to the neighborhood, announce and promote events, or report particular neighborhood related problems. These observations raise the question as to what extent these bottom-up online environments show the same qualities and have the same consequences that are typically attributed to hyperlocal media operations (cf. Metzgar et al, 2011). By combining an analysis of a sample of these Facebook-groups and in-depth interviews with moderators and key contributors we investigate to what extent these bottom-up and unstructured locally anchored Facebook-groups can be considered as hyperlocal media. The Facebook-group analysis comprises a content analysis and an analysis of the structural characteristics of these groups. Through the interviews we will investigate the perceptions and motivations of the contributors as well as the consequences pertaining civic engagement outcomes. Through this research we hope to contribute to the understanding of local information exchange and the changing communication environment in urban neighborhoods.

Asta Cepaite Nilsson, Elisabeth Stúr: Local News in a Changing Media Environment: Impact of Hyperlocal News.Case of Swedish Local Media
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Local news reporting and coverage is getting more centralized, loosing contact with small communities. In some cases the contact has been non-existing because of the covering areas have been to small to gain interest of traditional media. Due to communities' need of local coverage and to technological possibilities that have enabled anyone to create and distribute local content, a variety of hyperlocal news has emerged. A review of hyperlocal media development (Radcliffe 2015) shows that the nature of hyperlocal news is very fragmented and diverse. Hyperlocal journalism existence is dependent upon a number of factors, including financial, substantive and commercial cooperation, especially with the audience. Baines (2012) discusses journalism site in relationship building based on trust and interaction between the journalist and the active citizen. Visibility and engagement in dialogue with the local population is described as a valuable opportunity to identify local

needs, knowledge of the local community and to win the trust (Radcliffe, 2012). The audience expects the dialogue and the ability to influence, and to be engaged by the media rather than informed, which blurs the line between journalist and consumer in the hyper-local media. Super Local news is discussed as a possible model for the future of media coverage of the local community, and studies indicate that there is good incentive for civic participation, when ordinary people get access to technology and media flexibility to report news about their local environment (Rodriguez, 2004). More research is needed to analyse the diversity of hyperlocal media and to identify the impact of hyperlocal media on local communities. It is important to study the phenomena in various cultural and social contexts for better understanding of the conditions, barriers and development opportunities of hyperlocal journalism. This study will have the emerging sector of hyperlocal journalism in Sweden as a starting point. Object of this paper is to get an insight into diversity of hyperlocal media initiatives in Swedish communities and into variety of the hyperlocal content. RQ1: How the content is produced and co-produced in order to connect people in the specific communities RQ2: What kind of and in what extent local issues are represented RQ2: In what ways do the hyperlocal sites make local democracy more accessible. For this study we are using qualitative and quantitative content analysis where we analyse the news content published by hyperlocal sites.

Gunnar Nygren, Carina Tenor, Sara Leckner: Hyperlocals Filling the Gap in Sweden?
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Local newspaper has been the spine of Swedish media industry for more than a century. But the last 10 years, local newspapers and local journalism has suffered hard setbacks – newsrooms have been reduced and more than one third of the local offices have been closed (Nygren and Althén 2014). Coverage of local issues is diminishing, and at the same time circulation is dropping causing continuing economical problems (Ohlson 2015). Local media plays an important role on different levels, both for local identity and for local public sphere and local democracy (Kleis-Nielsen 2015). In US reduced local media has created local "news deserts", and also in Sweden social life in large areas around big cities has been heavily underreported in media for a long time (Nygren 2005). The last ten years also sparsely populated areas in the country has lost a quite good local journalism, and became news deserts. But at the same time new types of local media are growing in areas where traditional newspapers are weak or have been withdrawing, a development similar to for example UK (Williams et al 2015). In the first complete mapping of all kind of local media in Sweden, there are many kind of these new local media often created on a hyperlocal level – free sheets in parts of metropolitan areas, local online newssites and also local subscribed weeklies. This paper gives an overview on new hyperlocal media in Sweden. It is based on a survey by telephone to community authorities and on a survey to a sample of hyperlocal media producers. The paper discuss questions regarding sustainability of new kind of local media – both editorial and economical sustainability. Other questions concern what kind of content they offer citizens, economical models they are based on and the relation to local community. The basic question is to what extent these new types of local media can replace traditional news media, what are the advantages and problems connected with this development in relation to local democracy. For example to what extent these hyperlocal media can function as journalistic "watchdog" in relation to power, in relation to their function as PR-platforms for the local community.

Scott Rodgers: Tentative Techlocalites: Ethnographic Excursions through the Lived Spaces of UK Hyperlocal Media

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In 2012, UK charity Nesta announced Destination Local, a new funding programme that set out to "identify the technologies, business models, content opportunities and challenges for a successful hyperlocal media sector in the UK". Although generally referring to 'very local' media, 'hyperlocal' has many meanings, used flexibly by both practitioners and researchers precisely because it is inherently vague. Indeed, Destination Local has its own particular routes into to the field of hyperlocal. First, it is orientated to its futures within an emergent ecology of location-based media devices, data, platforms and infrastructures. Second, it aims to cultivate hyperlocal media as a nascent UK media 'space' and, perhaps, a fully formed media sector. In this paper, I draw upon four modest ethnographic accounts, relating to four of the 10 projects funded in the first round of Destination Local. These accounts are based primarily on a walking-whilst-talking interview method, augmented by an extensive desk-based analysis, and interview with Destination Local programme managers and consultants. Through this approach I aim not so much to evaluate Nesta's Destination Local programme, nor emphasise real or perceived deficiencies in how its first round unfolded. Instead, I will see Destination Local as an example of how various actors and organizations are attempting to steer the apparent disruptions wrought by developments in computational and networked technologies. Foremost amongst these disruptions is what some have called the 'digitisation of location'. My use of the term 'techlocalities' points to a discernable convergence between logics of digitized location and contemporary political discourses of localism. In other words, the potentially problematic notion that new locational technologies might counter a perceived world in which local belonging, democracy and economies are in impoverished states. While I cannot deal with these larger issues in all their complexity, the ethnographic accounts underline that, if there is such a convergence, it is provisional; involves failures; is messy; is unequal; is tentative. These windows into what I call tentative techlocalities also provide some cues in terms of how we might conceptualise specifically local media. In using the notion 'lived spaces', I seek to combat the naturalized assumption that, when we study hyperlocal media, or local media, we take as our starting point 'places' which are either explicitly or implicitly founded on a taken-for-granted physicalized notion of space. Lived space avoids an a priori, pre-given notion of 'the local'. Instead, it invites a way of theorizing as well as studying how organised media practices such as those named hyperlocal may become anchored to named places, but nevertheless do not transpire at a fixed local scale. They transpire through situated practices that are both rooted in place, but at the same time involve actions and reactions to wider field spaces. Field spaces constituted, on the one hand, by the practical worlds of researchers, policy-makers, entrepreneurs and technologists, and on other hand, by the technical ecosystem of locational devices, data, platforms and infrastructures.

Community and local media

Carl-Gustav Lindén: Community, Identity and History: Audience Engagement on a Group of Islands

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This essay captures the dynamics of what could be seen as a special case in local media, a small but affluent autonomous region of Finland, the Aaland Islands with less than 30,000 inhabitants. Despite the limited size of the community people can choose from a complete offering of local media: two newspapers, a public service broadcast corporation, a commercial radio station and several magazines. People also eagerly consume media, especially the two competing newspapers which are trying hard to profile themselves and grow their audience (Lindén, 2015). This is a Swedish-speaking part of a country where the majority speaks Finnish and as such an interesting example of a region which bears some similarities to other minority areas in Europe, mainly the close proximity to people speaking the same language at the other side of the border, in this case Sweden. The aim is to explore how local media uses identity, history and the sense of community to construct meaning and to increase audience engagement. The empirical material is derived from text analysis of articles in the two newspaper Ålandstidningen and Nya Åland published during March-April in 2015, twelve interviews with centrally place people in media and politics as well as two surveys: one focused on local journalists (n=45), the other aimed at decision makers from the regions sixteen municipalities and the local parliament (N=106). It might be argued that the spatial restrictions of an island surrounded by the Baltic Sea and a small population creates almost laboratory conditions for research since contextualisation would be less prone to noise than in larger and more complex communities. "Community journalism" is here conceptualised by a "nearness to people" standard in line with recent research (Robinson 2014). The essay considers to the distance between the media on Aaland Islands and average members of the local community and explores if media actually have an elite focus also on the local level which might be contradicting a normative views that media should give voice to the voiceless. The main question is: what are the specific functions of local media on the Aaland Islands in building community?

Rachel Matthews, Joaquin Cestino: The Ties that Bind: The Role of the Ideological Value of "Serving the Good of the Community" and Proximity in the Business Strategy of Provincial Press

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The good of the community is an established ideological value for the traditional British local newspaper industry (Jackson, 1971; Cox and Morgan, 1973); understood as a discursive position, this concept is fluid and open to change within different contexts. This means that while all legacy news brands – which extend to digital formats – may claim to the serve the good the community, the extent to which this is realized in their business strategy is debatable. Additionally, the ability of the highly corporatized local news organization to operate in a way which upholds this value has been increasingly criticized in the English context, where newspapers are described a 'local in name only' (Franklin, and Murphy 1991). This process of physical removal of titles from communities has been accelerated in the wake of the disruption to revenue streams caused by the twin drivers of the 2008 recession and digital technology. However, evidence gathered via interviews with newspaper employees, suggests that this value is best upheld by those working for family-owned titles which foster close ties with the communities in which they operate. This paper argues that this is due to

the proximity which underpins the relationship between those family-owned newspapers and the communities they seek to serve. Theory suggests family businesses are characterized by higher levels of corporate social responsibility and an emphasis on socio emotional wealth (Berrone et al 2012). This means they can be strategically 'embedded' in the communities they seek to serve and are distinguished from their corporate counterparts by this proximity. This proximity, we argue, may be understood as a sub-construct of social emotional wealth which contributes to a business strategy that enables news workers to operate in a way which they see as enabling them to serve the good the community. This is evidenced by investment in staff levels and seeking to serve the whole community, rather than that section which can be commodified. In turn this strategy has enabled titles to maintain markers of financial sustainability, including high penetrations and healthy advertising revenues as the community reciprocates by continuing to buy and advertise in the news brand. This suggests that a business strategy which values proximity may well succeed where the corporate 'minimax' approach has not, in maintaining titles which are significant to the communities they seek to serve.

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My interest in the relationship between local media (as defined e.g. in Gierula, 2005; Kowalczyk, 2003) and social actors resulted in a 'multiple case study' (Stake, 2010), so a set of several instrumental case studies (where a researcher is not interested in a case per se, but uses a case to explain different processes that are included in the research questions), with the main goal of exploring the complexity of these relationships, and identifying the level of involvement of local journalists and local media owners in these networks. My study describes such networks in four small towns in Lodz voivodeship (Poland) from after the local elections in 2010 to the local elections in 2014, although some historical background facts are also used. In this paper I would like to present the types of relations between local media actors and different key actors in the community (political, business, church, social organizations). I will show the dynamics of the relations and I will use the framework of symmetrical and non-symmetrical links (Dobek-Ostrowska, 2004) to interpret the data concerning the media-political relations. Dobek-Ostrowska (2004, p. 220-222) distinguishes three types of symmetrical links and two kinds of non-symmetrical links taking into consideration the strength/weakness of political and media actors. The symmetrical relations appear when: 1. There are strong authorities and strong media – this can lead to conflict or cooperation between such actors; 2. There are weak authorities and weak media – also leading to conflict or cooperation; or 3. There is a balance between the authorities and the media – this is the most desired model in a democratic system if there is a low level of media politicization and a high level of citizen participation. However, this model can also lead to collusion between political and media actors in order to fulfil their own interests, regardless of the public interest. Non-symmetrical relations emerge when: 1. There are strong authorities and weak media – this leads to a situation where political actors are dominant and try to influence and control the media (e.g. by blocking information, blocking entry into the media market etc.); 2. There are weak authorities and strong media – which can lead to a situation where media actors can become political subjects, able to influence political life, political decisions and freely realize their own interests. I will also try to compare the situation of the local media in the studied towns.

Charlotte Nilsson: Mail Order Catalogues in Early 20th Century Sweden. The role of local Community in the Emergence of New Media

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The study examines the mail order catalogue as a new medium in early 20th century Sweden, to provide insights into how mail order retailing became a part of everyday life and in what ways the social and cultural world was defined and modified by the introduction of the mail order catalogue in early 20th century. A media approach with materiality, ritual and everyday life as its main theoretical framework, places the study in the center of the contemporary cultural-historical media research. Drawing on Harold R. Innis's concept of space- and time-biased communication (1951), as well as James W. Carey's transmission and ritual view on communication (1989), the study aims to explore the cultural dynamics between continuity and change, connection and differentiation, and the global (or national) and the local. Marketing and administrative material from the two most prominent Swedish mail order firms are thematically analyzed: Catalogues, flyers, press clips, newsreels, and information regarding marketing networks of local sales agents and commercial activities. Crucial are also contemporary ethnological chronicles from folklore archives recounting media and consumption experiences in the early 20th century. The mail order catalogue emerges as a new medium in Sweden around 1900. Although commercial media products such as pricelists, almanacs and newspaper advertisements were not unfamiliar, to buy everyday goods through textual and visual representation was a new practice. In a country like Sweden, characterized by vast distances and still poor, rural lifestyles, both geographical and mental distances had to be overcome. The marketing and distribution in early mail order retailing were on the one hand globally (or nationally) connecting people, places and ideas, but on the other hand taking place in an exceptionally local way, enhancing and depending on home, village life and local community rather than dissolving their importance. Local sales agents distributed the catalogues, and advertisements in local newspapers promoted it. Families gathered around catalogues to browse, and neighbors joined together to submit a bigger order and thereby get free freight. Commercial and PR events of the mail order companies were frequently designed as national tours but participated in locally. The practice of distance shopping itself is one that extends in space while allowing people to stay where they are. The successful introduction and existence of the mail order catalogue built on this balance between the attraction of new consumption opportunities – often associated with modernity and urbanity – and the security and comfort of smooth integration into local practices and communities. Nevertheless, as much as the local was a necessity for the new media practice, new and enriched local practices were the outcome of the new medium. The historical example of the mail order catalogue points to interesting insights into the relation between new media and local community.

Ebba Sundin, Linus Andersson, Malin Hallén, Martin Danielsson: Local Images of Health and Lifestyle: Free Newspapers, Community-construction and the "Healthy City"

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Local free newspapers and magazines have become an integrated part of urban life. They are no longer restricted to large cities and in an age of declining readership in traditional press, these publications are sometimes the only outlet that reaches the general population. This makes them interesting both in terms of media economy (the hyper-local as the only viable business model for print journalism), and in terms of the construction of community. Still, they are often an overlooked phenomenon in media and communication studies. This paper takes its departure from the project "Healthy Cities", a movement developed by WHO with the

purpose to include health-related issues in the political, economic and social agenda. In this movement, WHO acknowledges media's role for promoting health images from a local perspective. The paper will contribute to the research field of local media's role for their audiences in terms of shaping ideas of being part of "the good life". From this perspective, media have an important function in individuals' sense of belonging and well-being. In recent years, the local media landscape in Sweden has changed. The mainstream journalism has been somewhat reduced, due to financial cutbacks. In the same time, there is a new pattern of free local newspapers and magazines, distributed within communities, and with clear ambitions to promote "the good life" within the geographical range of distribution. Since changes of mainstream media have weakened the traditional concept of media closeness, it is of importance to study the new and innovative media paths to connect individuals within communities (e.g. smaller towns) in order to understand how these work for individuals' sense of belonging and especially related to issues of health, lifestyles and well-being. In this paper we would like to take the opportunity to share the outlines for a research project on local free-of-charge media in the Swedish town Halmstad, that is one of the 1400 European town and city members in the "Healthy City" project. We present some preliminary findings from four newspapers and magazines that are giving much attention to promote the image of "the good life" through articles about health, lifestyles and well-being. The research project is part of an initiative to chart contemporary urban town living through an interdisciplinary research program that uses a community studies approach, where the aim of the present study is to understand the role that the free newspapers (and similar media outlets) play in representing and making sense of notions such as "health", "lifestyle" and "well-being" in Halmstad.

Local media contents

Gerrit Hummel: A True Voice for the Voiceless? The Portrayal and Self-representation of Homeless People in Six Selected Street Papers

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Are street papers really a 'voice for the voiceless', do they truly fulfil this function in their articles? How do street papers in fact portray homeless people? Does this portrayal also include self-representation? These questions are addressed by a quantitative content analysis of six selected *** street papers. Results revealed, for instance, three distinct pattern of street paper coverage: a 'prototypical homeless' pattern, an 'unlucky fellows' pattern, and a 'gray matter' pattern. Research on alternative media usually deals with issues like political resistance (e.g. Atkinson, 2010), active audience inclusion (e.g. Harcup, 2015), or the internet as a special form of alternative media (e.g. Harlow 2015; Harlow & Salaverria, 2016). Hence, such research quite often discusses the functions of alternative media from a normative perspective. Considering street papers, one function focussed by recent research regards the empowerment of homeless people (Magallanes-Blanco & PérezBermúdez, 2009). Another function of street papers is to "make society aware of homeless people" (Torck, 2001, p.371). This function of being a 'voice for the voiceless' aims at sensitizing the audience for issues of homeless people and helping the audience to understand the causes, risk factors and circumstances of homelessness. However, research so far did not systematically explore whether this function is fulfilled in the content of street papers. More specifically, do articles in street papers really speak for the voiceless? Therefore, all issues (from July 2014 to June 2015) of six *** street papers were content analysed. These papers were similar in structure and circulation. The content analysis examined how homelessness and homeless people were portrayed, which stories were told, and whether family, friends, public institutions or the street paper itself were mentioned. Data analysis included a cluster analysis in order to identify different types of stories on homeless people and homelessness. Results revealed that the overall amount of homeless people's self-representation is not as high as one would expect from a paper claiming to be a 'voice for the voiceless'. Causes and problems of homelessness were covered similarly in the six street papers. Besides, there was some kind of 'meta storytelling' across all publications. We found the abovementioned three pattern of stories differing in formal aspects (e.g., author, self-representation) or issues (e.g., problems of homelessness; own (mis)behaviour; role of family, friends, public institutions or the street paper itself, etc.).

Daniel Vogler, Lucie Hauser: Missing the Goal? An Explorative Study of Local Sports Coverage in Swiss Media

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Whereas sports in general has stimulated some research in communication science (Dimitriou et al. 2007) local sport events are a rather neglected topic. Research on local journalism often focuses on political coverage and its effects on e.g. political participation. This explorative study tries to fill this gap and analyzes the relevance of coverage of regional or local sport events in Swiss media. It tries to show (1) how the amount of regional sports coverage has developed over time and (2) which media types are the stronghold of regional sports coverage. Theoretical Approach: The public sphere constituted by the media is of importance for democratic societies. As Luhmann (1996) once put it: "what we know about society, we know through the media". This is also true for local events, although direct experience plays a more important part than for events on national or international level. The function of

integration in society is identified as one of four main functions of the public sphere by Imhof (2011). We assume that, although often categorized as softnews, sports can play a part in the construction of community in a society. Methodology: Data stems from an ongoing monitoring project that systematically monitors media coverage in Switzerland. A content analysis was applied for 30 Swiss media titles (8 news sites and 22 newspapers) between 2011 and 2014. The sample contains general interest titles with national and regional focus in their coverage. Only articles on the front pages were considered. Two main variables were encoded in a randomized sample: At first the main topic of the media article was encoded (sports, economy, politics, human interest). As second step the level on which the topic was treated in the article (global, national, regional/local) was encoded. Additionally, with a qualitative approach the media titles are analyzed with regard to if they feature a regular local or regional sports section and how it is composed. Preliminary Findings: Overall the share of regional or local coverage is relatively stable in the examined years (between 26 and 28 percent). When we look at the topic of sports the share of regional/local coverage is clearly lower (between 8 % and 14 %). Global events are clearly dominant: Every second article is on a global sport event (49 %). Especially big events like the Football World Cup and the Olympic Games monopolize media attention. Variance of regional sports coverage is high when comparing the media titles. Titles with a regional focus in sports coverage (up to 27%) can be distinguished from titles with a global or national focus.

Caitlin McGregor: "We're Holding the Town's Mirror": The Reflexive Discourse of Local Newspaper *Camden Advertiser* during Controversy over a Proposed Islamic School in a Western Sydney Community, NSW, Australia

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This research offers a discursive analysis of reflexive discourses utilised by the *Camden Advertiser* during reports on a controversial Islamic School proposal in Camden, Western Sydney, NSW, Australia. The October 2007 proposal by the Quranic Society was opposed by local community members, and comprehensively covered by the local newspaper, the *Camden Advertiser*. Significantly, beyond this local media coverage, the issue also attracted national and international media attention. In May 2008 the Camden Council denied the school proposal, and in June 2009, a subsequent appeal by the Quranic Society was rejected by the NSW Land and Environment Court. The role of the *Camden Advertiser* was vital throughout this time period, due to its capacity to both represent and inform community politics through the provision of local information. The local identity of the *Camden Advertiser* is highlighted in this article, as the newspaper and the community seem to have a close relationship to each other, wherein the journalists feel a responsibility to the Camden community and the Camden community relies on the reporting of the newspaper. Bowd (2009, p. 51) supports this notion, stating that "residents of regional areas often speak of 'our local paper' or 'our local rag', suggesting a close relationship and a sense of local 'ownership'". The community, through letters to the editor, and the *Camden Advertiser*, through news articles and editorials, employed a reflexive Discourse (Gee 2014) in order to explore this relationship throughout the coverage of the proposed Islamic school. The reflexive discourse of the *Camden Advertiser* involved questioning its own "attitudes, thought processes, values, assumptions, prejudices and habitual actions, to strive to understand [its] complex roles in relation to others" (Bolton 2010, p. 13). Reflexivity also involves understanding how practices "might marginalise groups or exclude individuals" (Bolton 2010, p. 14). Therefore, the reflexive discourse allowed the *Camden Advertiser* to assess its reportage of the proposed Islamic school, as well as its relationship with the local Camden community. This reflexive practice was achieved in differing ways, including reviewing previous coverage and highlighting strengths in the reporting, as well as defending prior coverage in response to criticism from readers, which

was often published in letters to the editor. In addition, the *Camden Advertiser* also critiqued the wider state, national and international coverage of the Islamic school proposal, often 'accusing' the larger-scale media of sensationalising. In contrast, the *Camden Advertiser*'s coverage was defended in its editorials as being fair and balanced, acting in the best interest of the local Camden community. The role of the local newspaper was even described on one occasion as "holding the town's mirror" (Senescall 28 May 2008, p. 4). This article takes a critical discourse analytical approach, in which "it is not only the substance of what is said (which forms the basis for conventional analyses) that is important but the styles and strategies of the language users – how they say things" (Robson 2011, p. 372) which are of interest. Critical discourse analysis is interested in power relationships, and in this article, aids in understanding the power dynamic between the *Camden Advertiser* and the local community it serves. The discourse analysis reveals the reflexive practice by the *Camden Advertiser* invited and addressed critique from the local community, yet was firmly committed to maintaining its authoritative voice as informer, advocate and mirror for Camden.

Jan-Philipp Wagner: The Local Press and Independence in Scotland: Political News Coverage during the Campaign of the 2014 Scottish Independence Referendum
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The 2014 Scottish independence referendum provided Scots with the unique opportunity to voice their opinions about the future of Scotland. Moreover, it gave the media a chance to express their thoughts on the prospect of Scottish independence. Research has shown that the Scottish media, and especially the Scottish press, function as a driver of the distinctiveness of the Scottish nation. The majority of scholarly analyses of media content such as studies of agenda setting, priming, and framing tend to focus on national Scottish newspapers as opposed to regional and local titles. However, local media play a significant role in constructing local communities by addressing predominantly local issues, representing the opinions of local people and telling the stories that matter to their local audiences. In addition, local Scottish titles are, as compared to national titles, relatively successful in maintaining their circulations in a time in which newspapers are threatened by online news and social media. In reaction to the lack of academic studies on the role of the local press in Scotland, this paper examines media coverage of the 2014 Scottish independence referendum with a specific focus on local newspapers and thus aims at filling the gap in recent scholarly work on the Scottish media. The analytical framework of this study draws on framing theory. Framing refers to the ways in which communicators portray information by defining certain issues, identifying particular causal relationships, and suggesting specific moral considerations and problem resolutions. This paper focusses more precisely on issue-specific valence frames which are defined as news frames that specifically apply to the issue at hand and express a clear viewpoint on that issue. In the context of the independence referendum, issue-specific valence frames are understood as expressing the newspapers' positions on Scottish independence. In terms of methodology, this paper is based on a content analysis of 275 news stories published by Dundee-based newspapers The Courier and Evening Telegraph during the campaign of the 2014 Scottish independence referendum. During the coding process, quantitative and qualitative methods were employed to measure valence as expressed in the news stories. Valence was operationalised as tone toward Scottish independence and as leaning with respect to Scottish independence. In addition, the predominant theme or argument was coded for each news story. Issue-specific valence frames were then identified for those themes in which a newspaper's reporting was consistently biased (positive or negative tone and leaning toward Scottish independence). The analysis of local newspapers' coverage of the referendum campaign shows that both newspapers were negatively biased toward Scottish independence. In relation to the themes of EU membership and monetary

policy, both local titles employed string negative valence frames. The Courier's and Evening Telegraph's news coverage was positively biased toward Scottish independence only when reporting on the referendum campaign itself.

Local media in specific conditions I.

Daniela Vajbarová: Local Journalists under the Influence of Gender? Observations from the Czech Public Service Television

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Gender influence on journalistic profession practice has been analysed by scholars as an important part of studies on media production worldwide. While some researches identify gender as a powerful factor and show that women and men differ in approaching to the journalistic profession and its values (e.g. Correa, Harp, 2011; Morna, Rama, 2009; Robinson, 2004), others do not show gender specific distinctions (Hanitzsch, Hanusch, 2012; Lavie, 2004). However, the existing debate on the issue lacks data dealing with Czech journalists as the topic remains largely at the periphery of Czech researchers' attention. This paper thus presents the very first findings on the Czech female and male journalists and their practice of the profession through gender lens. Specifically, it centres on the topic selection and the factors affecting this process in the case of local news desk of the Czech Television. The study is anchored in feminist media theories. It discusses gender attributes of journalistic profession, professionalism, journalistic values and media routines. Moreover, it addresses the so called female and male journalistic dimensions (depicted by Djerf-Pierre and Löfgren-Nilsson). Such theoretical framework enables to analyze the gained data and to compare them with the results of existing studies in other countries. The empirical data were obtained by qualitative methods. Concretely, I have conducted a four-week-long participant observation in a local news desk of the Czech Television followed by the series of semi-structured individual interviews with selected female and male journalists. I have chosen the public service medium (the Czech Television) because of its commitment to independent creative work and preparation of diverse media content (CT Code, 2003). Hence, journalists should have freer options in choosing topic they prepare and in displaying their professional values. The conducted study revealed a number of important findings. For example, both female and male redactors have chosen various topics during the observation period. Moreover, both female and male journalists have considered as important values the interests of the audiences and the need to prepare understandable news, which are journalistic dimensions primarily connected with women. Only one interviewed male redactor has emphasized the so called male values of the watch dog principle and the importance of the news. However, the topic selection was influenced not only by the profession values, but by the media routines and, interestingly, also by the fact who of the two editors will be approving the topic. These and other data of my research led to the conclusion that journalists of the local Czech public service television do not practice their profession in a gender specific way.

Florian Meissner: Promoting Recovery, Struggling with Centralism: Local Media in Post-Fukushima Japan

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Japanese mass media have long been accused of colluding with politics and big business (Freeman, 2000; Gamble & Watanabe, 2004; Krauss, 2000; Lange, 1998; Pharr & Krauss, 1996). The controversy reached a new peak during the Fukushima disaster, when the media were denounced of downplaying the nuclear hazard and of uncritically conveying statements by the Japanese Government and the monopolist energy company Tepco (Fackler, 2012; Hanada, 2012; Itō, 2012; McNeill, 2013). In this context, it largely remained unaccounted for that the local and regional media in Japan showed a different picture of the events. This presentation will show that in the areas hit by the earthquake, tsunami and nuclear disaster,

the media specialized in reporting lifeline-related information which was often collected under most difficult circumstances. At the same time, they adopted the role of an advocate of the people affected, making their voices heard, creating pressure on authorities and contributing to recovery and reconstruction efforts. This grassroots approach of reporting is not a phenomenon of disaster reporting only. It is institutionalized in the way that each local and regional newspaper has a dense network of branch offices by which reporters maintain close relationships to local communities even in small towns and suburbs. This allowed the local and regional media to take a more critical stance than the national media, which usually have close ties with the political and economic power centers in Tokyo. Drawing on a series of expert interviews (n=5) with academics and narrative interviews (n=19) with journalists who covered the triple disaster, the speaker will highlight some of the political as well as cultural backgrounds of local (disaster) reporting in Japan. Among other aspects, it will be shown that the large gap between national and regional media roots in the conflict concerning the centralist power structures in Japan, but also in the high impact of the journalists' social and professional environment in this group-oriented society. The findings will be discussed with regard to the concepts of Social Relationality as applied by Shimada (2010) and of Revitalization Journalism by Rausch (2011, 2012). These theoretical approaches both have the advantage of having been generated in the context of research on the Japanese society. This is significant because applying western-shaped theory to the case of Japan is often problematic due to the disparate cultural conditions that underlie media reporting, as Hayashi & Kopper (2014) have compellingly pointed out. For the same reason, the methodology was designed in a way that permitted a high degree of sensitivity towards the cultural specifics of (local) journalism culture. E.g., the narrative interviews, which were conducted in Japanese language, allowed the journalists to reconstruct their experience with regard to their own social, professional etc. references. The degree of intervention by the interviewer was reduced to a minimum in order to avoid imposing western-shaped normative expectations on the interviewees (Cappai, 2008; Kruse et al., 2012).

Lenka Waschková Císařová: Hidden in the Background: Local Journalists between Foreign and Local Company Owners

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The latest print media ownership change in the Czech republic came in the year 2015, when was the big publishing house, Vltava-Labe-Press, sold from foreign owner to the local company. This sale ended seven years of gradual change of media ownership in this transitive media system – departure of foreign owners and entry of national companies without publishing experiences (Waschková Císařová – Metyková 2015). The departure of foreign media owners followed the financial crisis (Stetka 2012) and the entry of some controversial local owners brings occasional protests and collective departures of journalists (Hajek 2015). The paper presents problem of local media ownership change, connected with so called re-nationalization of the Czech print media ownership and its consequences for local journalists themselves. Case study based on long-term qualitative research (in-depth interviews with journalists in 2009, 2015 and 2016) focuses on journalists' perception of the owners' role in the publishing house and change of this perception after change of the owner in the Czech publishing house Vltava-Labe-Press. Qualitative document analysis is focused on the context, factual change of direction in the publishing house development. Does ownership matter, when journalists neither see owners' responsibility nor reflects its possible controversy? Is it possible to coordinate journalists seeking financial stability and owners seeking profitability? The findings suggest that respondents were unable to reflect the (old and new) owners' role in the publishing house – owners are almost invisible for them, hidden in the background. They speak about past and present big pressures on earning money and cost savings or

unacceptable interpenetration of editorial and advertising work. Interestingly enough, journalists don't associate these commercialization pressures with the owners but with the constantly changing Czech management. One year after the ownership change, journalists are mainly tired of ongoing lack of the vision and frequently changing strategy of the publishing house.

Local media and public

Ilona Biernacka-Ligieza: Active Local Public Sphere – The Role of Local Media in Creating a Contemporary Local Democracy (the Case of Poland)
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The paper explores how the quality of the democratic process can be augmented by new communication technologies used on the local level. Firstly, the paper presents some solutions which are being introduced to improve local administration and information systems in Poland. The paper examines the contemporary structure of local e-government in selected regions in Poland (the top-down process). Secondly, the paper focuses on the development of local community e-participation (the bottom-up process), by carrying out an analysis of the impact of ICT on contemporary communication between local politicians and their voters. Thirdly the paper analyses how the traditional local media (newspapers; radio/TV stations) uses ICT platforms and civic journalism for building up active civil society in Poland. Using both quantitative and qualitative methods of research, the author endeavours to analyse how the power of ICT is used by local communities in regions with diverse economic capacities. Participation is one of the most important elements of democracy and is closely associated with a number of processes that link up with communication and social decision-making processes. These processes, to a greater or lesser extent, use ICT technologies and the Internet as an aid, even though they themselves are not dependent on the Internet. This article looks at the ways the affordances of the Internet and web 2.0 services apply (or not) on the level of local democracy. Globalization does not render locality irrelevant, but challenges it, as was emphasised for instance by the concepts of glocalization (Featherstone, Lash & Robertson 1995: 25-44) or translocality (Appadurai 1996). In general, these concepts suggest that encounters of the local and the global can be productive in terms of modifying locality by placing it in the wider context of the global and vice versa. In the case of using digital technologies in a local context, we are not interested in the width but in the depth. Looking at the implementation of the digital technologies in local communities, we are not concerned with the question of how the local gets modified by the global, but if it can become intensified. Some scholars provide sceptical accounts of the decaying sense of participation in the life of local communities and argue that in the late modern period real (off-line) local communities dissolve into isolated individuals (Putnam 2001). Potential intensification of the local participatory energy on and through the Internet is therefore more important in that it is missing even in the real life of local communities.

Cassandre Burnier: The Public and Journalists of the Local Media: A Relationship Presupposed
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Local information implicitly refers to closeness between the media and its readers, and yet it seems that they are little known. Through the sociology of reception, and then that of the publics, search for the "real audience" arrived late and was mangled (Aubert & Froissart, 2014) : the knowledge of the public has long experience was presupposed, early by producing instances of content, cultural or media (Le Grignou, 2003). While local public appear regularly within the newspaper, part of the actual trade arrangements, "the interactive recipient" (Granier, 2011), local journalists seem to maintain an idealistic vision of the individual behind the reading of their articles. More generally, the local press is often neglected. In France, "the rate of household penetration of regional daily newspapers such inversely proportional to its recognition" the local media landscape is not the same symbolic importance in its place in

society (Bousquet & Smyrnaios, 2012). This communication proposes to focus on journalists and local media public, especially the representations of each against the other. For the study of journalistic discourse staff in local offices, integrated into an international group1, and media practices of public themselves, the goal is to focus on the relationships between producers and "receivers". Considering the local as a mediating object of a community (Ruellan, 2011), it is to analyse the representations, the dynamics and the expected flows exist between these two societal actors. The approach looks away from the media itself to turn to its players. In this collective work that is the newspaper, every actor will make his own realization (Ruellan, 2011), all in a context constantly changing (changing routines in the production and consumption of information, changing modes output, etc.). Our hypothesis is that there is a lack of knowledge of journalists and their public despite the territorial and relational proximity underlying the information. The study is based on semistructured interviews (already made) on one hand, with readers of the local press in Frenchspeaking Belgium and secondly, working content producers, full-time or part-time (employees and / or independent), for Sudpresse group. Ten journalists from local media, publishing four leaders (local and web) and the editor form the interviews of the corpus. The first results show that there would be a gap between the representation that journalists have of public, the image that the public have of "others" and the real public.

Fabien Cante: Making the Local News(worthy): Proximity Radio and the Politics of Local Attention in Abidjan, Côte d'Ivoire

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My research documents the complexity of defining and producing "local news" in a post-conflict African city – Abidjan, Côte d'Ivoire – through the example of "proximity radio" stations (*radios de proximité*) in four of the city's municipal districts. I start from the understanding that local news-making, in any urban context, is embroiled in what Ash Amin (2007: 117) calls a "politics of local attention": a negotiation over what makes news "local" and what makes "the local" newsworthy. The first part of this negotiation involves tying news to a particular public that is recognized as "local," and willing to listen and mobilize on this basis; the second part involves allowing events and issues in the vicinity to become news, thereby sustaining and strengthening a "local" public's awareness of itself. A politics of local attention also raises a third, cross-cutting issue: the ability for media to connect the local with the extra-local in meaningful and more or less symmetrical ways. For Abidjan's proximity radio practitioners and listeners, navigating such a politics of local attention is a particularly fraught process. Political-economic conditions combine with post-conflict fears of ethno-political polarization to make public discussion of many urban issues undesirable. Local news-making on proximity radio thus continuously points to a gap between what is known and what can be said, or what is witnessed and possible to disclose. This has serious consequences for city life in Abidjan: more informal circuits of local information (Larkin 2008; Simone 2004) remain dominant, while the emergence of actionable publics at a municipal scale (Simone 2009) is considerably hampered.

Olaf Jandura, Raphael Kösters: Segmentation of Local Audiences – Types of Local Media Users and Opinion-Leading Local Media

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The public sphere has an important function for the integration of society. By providing audiences with a common basis of issues and knowledge, media outlets establish the foundation for the self-perception as one citizenry, for identity-building and for citizens'

political participation. In more general terms, common issues are necessary for basic forms of social communication. In the context of the debate on the fragmentation of the public sphere, the ability of public communication to fulfill these integrative tasks is questioned. Taking into account an increasing media diversification and processes of (ideological) selective exposure, academic concerns relate to the segmentation of audiences based upon different media repertoires, diverging degrees of political interest as well as their social and economic background. Previous studies have argued whether the various segments are still reached by media content needed for their members' social integration or if processes of audience polarization are even to be found (e.g. Bennett/Iyengar 2008; Katz 1996). Until now, research projects dealing with the segmentation of audiences have focused on the national public sphere and nation-wide media outlets (Stroud 2010). This is surprising as especially the local environment is of high importance for the social integration and political socialization of citizens (Pew Research Center 2015, Putnam 2000). For many citizens, it is the local area in which democratic practices are learned and general political knowledge is mediated. This is, for example, explained by the simplified implementation of citizen-oriented processes of direct democracy on this level. The basis for these aspects is a vital local public sphere. Nevertheless, the local public sphere faces similar processes of social change (such as fragmentation) as the national level (Lang 2004). Taking the important role of local media into consideration, we propose to also analyze tendencies of audience segmentation on a small-scale level. Starting from this line of argument, we ask the following questions: a) Are there certain types of media users in local audiences with distinct media repertoires and how can they be described? b) Are there certain opinion-leading local media which are used by diverse segments of local audiences and which thereby carry an integrative potential? In order to answer these questions, we use a dataset based upon representative face-to-face interviews (n = 552, quota sample) in a major city in Germany. In addition to media use items (including a large sample of 29 media outlets which range from newspapers, print magazines, radio, and television to online news), we asked for the respondents' interpersonal communication, their local involvement, motives of local media use, the relevance of various local issues as well as the participants' social and economic background. With the help of a cluster analysis, we identify five different types of local media users which, in turn, represent different segments of local audiences. Furthermore, a network analysis is used to assess the role of certain media outlets as opinion-leading local media with a special integrative potential. Our presentation will comprise the main results of these analyses as well as a discussion about possible consequences of audience segmentation on a local level.

New and social media in locality

Agnes Gulyas, Sarah O'Hara: Local News Consumption and Communication Online
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This paper explores key characteristics of and changes in local news consumption and communication online focusing on three local communities in the South-East of England as case studies. The topic addresses a gap in the relevant literature and is important because research on news and communication in the digital era tends to focus on macro or national trends, while our understanding of local news and information flow online is limited. In addition, the study of local news consumption and communication is particularly under researched. The characteristics and patterns of local news consumption and communication are analysed in relation to findings of an exploratory study that involved content analysis of local news sites and social media platforms as well as digital diaries of members of three local communities in the South-East of England about their local news and communication habits. The study included both quantitative and qualitative data that were collected over a four-month period in 2015-2016. Initial analysis of the findings suggests that online platforms are now integral part of local news ecology and are important tools in local communication. Facebook emerged as a particularly important site where members of local communities connect online. The data shows that online platforms have particularly uses and often act as supplementary tools alongside more traditional communication forms. The findings also suggest that hybrid forms are increasingly important and that the boundaries between local news production and consumption and local communication are blurred. The paper also explores perceptions about what local news is and attitudes to local news providers.

Anders Olof Larsson, Eli Skogerbø: Out with the Old, In with the New? Perceptions of Social (and other) Media by Local and Regional Norwegian Politicians
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Within the broader field of political communication, the role of so-called social media has been studied extensively in a series of primarily national contexts. While insights from these studies provides useful insights regarding the spread and use of these novel media outlets, rather few studies have focused on the uses of such platforms by local or regional politicians. With this dearth of research in mind, the study introduced here employs a survey regarding the professional communication habits of Norwegian local and regional politicians. Our conceptual starting point takes into account that while local politicians are becoming increasingly dependent on online information and communication channels, what could be described as more traditional modes of communication are still important for local politicians and the citizens which they serve alike. In Norway, where the present study is carried out, local media and in particular newspapers have played pivotal roles in defining and preserving local public spaces. Previous research has pointed to the importance of traditional forms of local media in both 'everyday' politics as well as during times of elections – indeed, such tendencies appear to be true also following the introduction of a multitude of new online media forms, such as the most recent influx of so-called social media. Recent findings indicate that in campaign periods, traditional news media remain central for parties and candidates - as do other forms of more traditional communication between politicians and voters. With this in mind, we identify a need for research into how novel communication channels are perceived by local politicians – especially in relation to those opportunities for mediated outreach that could be considered as traditional as discussed previously. Specifically, then, the paper at

hand adopts an exploratory approach and looks closer at how social media are perceived and assessed by local politicians in a "between-elections period" – a period suitable to detail the everyday uses of different media forms in a local political context. The main results indicate that while services like Facebook and Twitter have gained considerable popularity among politicians, the bulk of respondents still find traditional, local channels of communication important. The influx of digital media has this been integrated – but only to a certain extent, given the specific needs and demands of local politicians. An interesting difference is found with regards to the two mentioned platforms in particular – while Twitter has often been pointed to as an elite, urban platform among scandinavian politicians, it emerges here as less popular in comparison to Facebook. As such, while the latter of these platforms is less utilized by national-level politicians, the use of Facebook appears as more connected with local or regional politics – most likely due to its popularization among the wider populace. Moreover, while the respondents largely acknowledge the interactive potential of novel services, statistical analyses reveal considerable differences concerning use and adoption among the surveyed politicians.

Bryan Pirolli: Travel Media: From Foreign Correspondents to Local Bloggers
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The internet has helped change the publishing process for the niche form of reporting called travel journalism. Instead of foreign journalists traveling and reporting, locals are increasingly being drafted as contributors to travel sections. This paper seeks to explain how local correspondents, effectively rooted in a destination, have become the new norm for travel journalism. Travel journalism, as a subcategory, has historically been trivialized in academia. Few substantial studies look at how it is changing with the internet (Hanusch and Fürsich 2014). While travel writing, blogging, and TripAdvisor have been popular topics over recent years, there are few academic publications on professional travel journalists and their work. With more than 1 billion people traveling the globe each year, however, it is important to understand how this growing group informs itself in the context of communication and journalism studies. My research on Paris as a destination reveals that audiences look increasingly to local writers to help find information when planning a trip. Qualitative interviews with Paris-based journalists and bloggers also support the claim that locals are largely responsible for framing Paris as a destination. The internet has made it easier for editors and publications to find and work with local talent without an overseas news bureau. This has opened up the role of "professional journalist" to those who previously may not have published in major publications. This empirical research combines both the production and reception of information about Paris in order to understand how travel journalism functions. I selected English-speaking tourists, bloggers, and journalists for in-person interviews, while simultaneously conducting a qualitative analysis of content produced by writers online. I found that these local reporters are offering something unique that travelers seek – authentic, local perspectives. Travelers do not just want to know what to do or see in a city; they want to know how to live like a local. What becomes clear is that these local journalists and bloggers are all offering a complementary vision of Paris. They work in tandem with institutionalized media like guide books or magazines produced those who do not live in Paris. The local perspectives become essential to tourists who seek to distinguish themselves from the masses. Local reporters use social media outlets to share news about Paris. Furthermore, these locals become main sources of news, as demonstrated during the Paris attacks in November 2015. Editors solicited local reporters to write about their experiences instead of sending correspondents as would have been the case in a pre-internet era. Other examples of bloggers or non-professionals transitioning into professional journalism illustrate how local writers can more easily become travel journalists through strong online presence or by

simply living in a destination. This paper will first seek to identify who these local reporters are and what their communities look like. Secondly it will discuss practices shared among them as observed in interviews and content analysis. Finally, by interviewing information consumers, we discuss how these local reporters better respond to the audience's needs in a tourism context.

Jens Wolling, Anne Schubert: The Effects of (Digital) Local Communication Activities in Small Cities on Local Identity and City Development
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Demographic change is one of the central challenges especially for rural areas and small cities in almost all parts of Europa. Because of low birthrates and migration into major cities, the population is decreasing while the average age of the remaining population is increasing. Local political administrations have to develop ideas how to fight this trend and how to improve the attractiveness of their cities especially for younger people. A wide variety of factors must be considered. The economic situation, especially the job market is of major importance. Beside that also many other side related factors (infrastructure, services, culture, leisure time facilities) may influence the personal satisfaction of the residents and their intentions to stay. But not only facilities and infrastructure are decisive factors, for many citizens especially in post-materialistic societies it is even more important to be part of an active and lively society. They want to engage themselves and they want to be integrated in the social processes of their town. Such civil engagement is important for the emergence and consolidation of local identity. Local identity in turn is considered as an important resource reinforcing the sense of belonging and combating migration into major cities. To foster civic engagement public communication about local issues is necessary. Public communication can make people aware of local problems, inform the public about initiatives opposing the problems and mobilize people to engage in local affairs. Thus understanding the role of public communication is of vital importance for the future of communities facing demographic challenges. Public communication takes place on different levels. Especially for local communication different forms of encounter public and public meetings are relevant. But also the media is playing an important role in local communication. Beside traditional local mass media and official gazettes, the internet and especially social media become increasingly relevant on the local level. Meanwhile it is quite common that city councils provide administrational services on their homepages and offer a wide range of information. Some municipalities go even a step further and establish social media channels to get their citizens involved. From the perspective of communication science the question rises if these activities are successful in mobilizing public engagement, encouraging local identity and finally hindering migration. As younger people are in the focus of local authorities and for younger people the internet and social media are by far the most important communication source, this study focusses on the role of online media in local communication. In cooperation with the administration of a small German city a representative survey was conducted. 477 randomly selected citizens older than 13 years were polled conducting a self-administrated paper and pencil survey. The data were analyzed conducting a structural equation analysis. The findings demonstrate among others that local identity has a strong positive effect on the intention to stay. Local identity in turn is influenced by civic engagement while media use – especially local newspaper use – has a positive effect on identity. The overall effect of online use was weak but in the sample of younger citizens the online media had a positive effect. Further results will be depicted in the conference. The findings underpin the idea that concerted communication activities can be an effective tool for local authorities to strengthen their communities. They might encourage practitioners to pay more attention to

communication activities and detain them from overestimating the role of economic and side related factors.

Krzysztof Kowalik: The Self-governments Online Media in the Polish Media System. The History and Attempt to Outline the Trends

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The political transformation after 1989 caused structural changes in Poland and of course changed the media landscape of the country. The censorship was abolished and the law on the issue of the press, the creation of radio and television was liberalized. This started a flourishing national media and, above all, local. The changes were also an impulse to the formation of the private local media, the local community media and the self - governments different kind of media. The Polish administrative reform in 1990 introduced a high autonomy of local government (the self - governments) units which influenced the development of this type of media. Today, there are 2,808 self - governments in Poland, which are subject to thousands of organizational units such as institutions of social welfare, culture, sport, health, education. Many local governments and subsidiaries are the publishers of traditional media, electronic and online services. The self - governments are the owners a lot of the online official portals, which are also recorded as the press (journals or magazines). Polish legislation permits, but this raises many conflicts - for example legal, ethical and economic. Part of the municipalities tends to create very complex portals on the model of professional commercial media. They are posting on their websites information not only from local community but also report the national events, political, economic, etc. The author presents the situation of self - government media, especially online media, in the Polish system of local media. Draws attention to the particular role of the media in shaping the local community and building a "little homeland". It stresses the importance of content published in the traditional media titles which become the network content too (the effect of convergence process). When the official municipal service is also online news portal, the boundaries between information, promotion of municipalities and PR activities of local authorities become blurred. The online self - governments media must also carry out administrative tasks imposed by national legislators. This kind of media link these all content. The author tries to identify trends based on their observations and previous studies of own results.

Local media and participation

Eneko Bidegain, Aitor Zuberogoitia, Txema Egaña, Ainhoa Larrañaga: Collaboration and Merging of Basque Local Media: Opportunities to Develop and to Encourage Citizen Participation
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This study aims to analyse the mechanisms of collaboration between Basque local media, through the use of new technologies and community participation. Background: The local press plays a vital role in maintaining social cohesion (Ballarini, 2012). Hoffman and Eveland (2010) underline the strong function of the proximity between local media and the public. Local media are stronger if citizens participate, and they allow for a better territorial integration and participative democracy (Alix, Gros and Pierrot, 2008; Sepereau, 2006). Small local media are weak in front of big newspapers, but their fusion or collaboration provide good opportunities for subsistance. Hypothesis and objective: The study focuses on three types of collaboration: an old experience of fusion of local media; three new experiences of media merging, in urban and rural areas; and a lack of strong collaboration between media from high mountain areas on the two sides of Basque Pyrenees. What are the difficulties encountered to devise new products together? What are the positive effects of collaborative work? What is the participation of citizens like? Method: To analyse the reality of Basque local media, local TV's and local radio broadcast stations have been listed and mapped. The research includes in-depth interviews with key stakeholders of 12 different media conducted in order to find out about the experiences of merging (three in rural industrial areas, and another one in urban Bilbao). The objective of the study is also to understand the perception of local media working alone or in small collaborative schemes. The latter was analysed through a focus group with key stakeholders of different media from the Basque Pyrenees. Results: Mountain area: Small local newspapers, radio broadcasters and TVs of valleys of Basque Pyrenees are weak economically. Professionals are engaged in many areas (journalism, management, technical…). Members of society participate like volunteers, but numbers have decreased since the 80s. The Basque media in the Pyrenees know about each other and mantain specific relations but do not work closely together. They have different opinions about a closer collaboration. However, they all agree that closer collaboration could enhance regional cohesion and help each of them become stronger. Industrial and urban areas: The merging of small local magazines produce stronger media. The open web platform offers opportunities for citizen participation (writing articles or uploading videos). Between 10 and 15 % of online publications are produced by collaborators of the town or the valley: the larger the newsroom, the greater the volunteer involvement becomes. Media worried about merging, because of their economic situation and their workload. But the fusion proved to be an opportunity to find more advertisers or increase public funding. The worries about the organization model and the workload disappeared rapidly. The feedback of the population is very positive. Effects: Basque local media were very atomized and, as a result, very weak. Merging or strong collaboration processes proved to be an interesting means for development and contributed to connection with citizens.

Sara Leckner, Gunnar Nygren: Changes in the Local News Ecosystem: The Use and Importance of Local Media in Sweden from the Audience Perspective
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The news media landscape is changing. Throughout the Western world traditional media are fighting to remain relevant, while the users are increasingly looking for other sources for their news consumption. Among other things, this affect the local news sources as established media companies reduces their local coverage for economic reasons. Thus, local news can no longer be taken for granted (e.g. Kleis Nielsen, 2015). Simultaneously, new types of local media are growing in many countries (ibid.), such as social media, local free papers, and local news sites that cover much smaller areas than the traditional media, so called hyperlocal media. These new, often semi-professional platforms, are becoming increasingly important for the citizens (Williams et al., 2015). However, the question remains to what extent these new media are challenging traditional media for the users' attention in terms of usage and importance. By using the Swedish national SOM survey, with a representative sample of the Swedish population, this paper examines 1) how interesting are local news compared to other (geographical) news, 2) what local media channels/platforms are mostly used in the local market, 3) what local media are important in order to keep oriented about what happens in the local community, and 4) in what ways do the users themselves contribute to the local media? The overall question is how the traditional and new local media relate to each other – from the citizens' perspective. The results show that local news is equally interesting as national news, and much more interesting than news from other countries. The traditional media are still important to the users, but free newspapers, local news sites and Facebook have many users. Thus, importance is not the same as user frequency. Above all, there is a dividing line between those above and under 50 years. But increasing possibility of interactivity does not automatically mean that people also contribute to the local media content; there are still only few users who contribute to the content, especially traditional local media. New types of local media have thus not yet replaced the traditional, but have an increasingly important role.

Annika Egan Sjölander: Local Journalism, 'Prosumers' and Pressing Environmental Problems

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This paper has a special focus on local/regional news journalism since it is a pivotal democratic institution in many countries around the world (Weibull, 2016). Despite this importance, little attention from media and communication scholars have traditionally been given to this genre compared to national (elite) news media (Kleis Nielsen, 2015). The situation in Sweden is no exception even if the local press have had an influential position in society for long, like in most Scandinavian countries (Nygren and Althén, 2014). When it comes to e.g. environmental reporting the local press are providing other regional and national media institutions with vital material to publish. However, many local newspapers are struggling businesswise today, since subscription rates go down quickly and the advertising market consequently disappears (Ohlsson, 2016). Most of these media institutions are also heavily occupied with their own digital transformations. The aim of this paper is to highlight and discuss how pressing environmental problems, like climate change and the long‑term handling of hazardous waste such as nuclear waste, are affected by these radical and on‑going changes in the contemporary (mass) media landscape. In the paper I argue that the wider implications of these structural transformations, e.g. digitalization processes, have largely been overlooked within the field of environmental communication. I also try to pinpoint the possible consequences of that in terms of how we handle pressing environmental challenges. We can already foresee, that the often complex societal decision‑making processes that environmental problems generates, evidently will be affected. Not least on the local level where they often matter the most, for example in a referendum about hosting a repository for hazardous waste. The critical question is how. One can for example wonder if, and to what

extent, that the 'new' modes for public interaction that digital media have, also lead to broaden citizen engagement in environmental issues? And how many 'prosumers' that can be identified that take an active interest in the area? It is time to dig deeper into what implications, big and small, that the rapid decline of the printed press have when it comes to environmental journalism. What are the consequences of the increased numbers of laid off journalists, visavi an increase in numbers of PR professionals devoted to strategic communication? Illustrative examples and lessons learned about the democratic importance of local journalism, taken from two case studies conducted in Sweden forms the empirical base for this paper. They are both focusing on news media discourses and the role of local journalism when it comes to environmental issues. One study concerns the introduction of bioethanol as a substitute for petrol in cars as an attempt to tackle climate change. The other study concerns the localization process in order to find a permanent repository for long‑lived, high level radioactive waste in the country.

Murat Akser: Local Political Activism and Soccer Fandom in Turkey
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In September 2013 Turkish government introduced an online system to register all soccer fans who would like to attend a soccer games. The aim was to identify any fan who would chant a slogan against the AKP government. As the fans refused to register through the system attendance fell in the millions, the so-called passolig system did not materialize leading to a loss of millions of revenue for the soccer clubs. This was a reaction of the increasingly authoritarian AKP government who feared the discursive anger of soccer fans across the country after Gezi Park events in the summer of 2013. At the peak of Gezi Park events in June 2013 three rival soccer team in Turkey united in their discourse tactics online and offline to protest against injustices done to environmental activist. The discursive actions taken by the leading Besiktas fans called the Carsi group. The fans of these soccer teams have devised slogans and developed anarchist tactics that allowed them to translate/transform a negative leisure discourse (that of the vandal fan) into a positive transformative force against capitalism (still a vandal but an anti-capitalist one). This paper aims to deconstruct the anti-capitalist discourse of local media of three types of soccer fans during Gezi park protests: the traditional offline amigo who formulates the gourd action, social media fan who networks the discursive power across the country and participant enthusiast fans who follow the two types of leaders and lead a hybrid discursive action.

Local media in specific conditions II.

Aida Martori Muntsant: Local Television and the Creation of a Commercial Network. The Case of Scotland
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Scotland has its own communication space which is building a local television system based on the commercial model. Considering the different levels of information (international, transnational, national or local), local broadcasters are necessary to represent the layers of identity close to the citizens (Straubhaar, 2007). The research project explores the need of build a local broadcasting system in a context of global flow of information. Traditionally, there was a lack of local television in Scotland. In 2015 only five channels (Edinburgh, Glasgow, Aberdeen, Ayr and Dundee) have recently been adjudicated to the same company, STV Group plc, which is reinforcing its role as a communications business. This paper analyses the structure of the model, and the configuration of a commercial network to exchange content between the channels. Qualitative methodology to analyse this case study is based on consulting unpublished official documents, and interviews to the company, regulators and experts. The construction of a local communicative sphere in this region of the United Kingdom makes evident the reliance on the business model in the configuration of the audiovisual proximity model.

Bertram Scheufele, Carla Schieb: Communication and Empowerment – How Street Paper Vendors Themselves Perceive Their Job, their Social Life, and Their Bond to Street Paper Organizations
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Street papers are „newspapers or magazines sold on the street by homeless people" (Torck, 2001, p. 371) and socially underprivileged people. Among local media they are probably one of the 'closest' to their 'clientele'. But how do street paper vendors themselves conceive their job, how do they perceive their life, how do they feel about the street paper organization? We discuss such questions along four typologies developed from in-depth interviews with street paper vendors. Furthermore, we present a circulation model proposing that a vendor's willingness-to-communicate is the decisive factor for empowerment. In short, the model posits that the willingness-to-communicate helps to socialize with others, to learn about offers of assistance, to participate, to strengthen the bond with the street paper organization, etc. (see figure 1). Previous research discussed the function, organization or content of street papers, usually from a journalistic or organizational perspective. As an alternative medium, street papers want to give voice to (formerly) homeless and socially underprivileged people (e.g., Howley, 2003, p. 274). Yet, organizations (e.g., public charity, churches) being responsible for street papers also offer services like drug therapy, debt advice services, writing and theater workshops, etc. Such services target the empowerment of vendors (e.g., Parsons, 1991; Rappaport, 1987; Magallanes-Blanco/Pérez-Bermúdez, 2009)–-in other words: They are supposed to help vendors regain self-belief and self-control of their life. In previous research, however, the vendors' own views seldom matter. Therefore, we conducted in-depth interviews with 12 male and 8 female vendors of a selected street paper. The interviews led to four ideal typologies in the sense of Max Weber (1904/1988). These typologies concern the vendors' job, their social contacts, their life, and their bond with the street paper organization. By combining these typologies the aforementioned circulation model was developed. Thus, the model is based on previous research concerning

empowerment, on the one hand, but is empirically 'grounded' in the sense of Grounded Theory Methodology (e.g., Glaser/Strauss 1967/2008), on the other hand.

Victor Wiard: From a Local Controversy to Local News and Back: A Look at the Diversity of Local and Community News Actors in Southern Brussels

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Academic research on local news has highlighted that its production and diffusion influences local communities by, amongst other things, fostering awareness, civic engagement and social bonding. It has also shown the impact of local communities to local news as they partake in local events, comment and share the news on social media and make it viable. However, it often falls short of explaining how exactly it does so. To tackle this question, this research proposes to use theoretical and methodological principles of Actor-Network Theory (ANT) as a way to approach how a variety of heterogeneous actors (journalists, activists, citizen, technologies, institutions and ideals) mutually shape one another during local controversies. As research strategy, ANT proposes to look symmetrically at the diversity of human and non-human actors to understand how networks evolve over time. It has been seen as a relevant way to study networks over which we have little knowledge of —such as local news in Brussels— without imposing a priori categories regarding the actors partaking in a particular social action, as well as to study adaptation to new and disruptive players such as digital technologies (Hemmingway, 2007; Anderson, 2013; Domingo & Wiard, 2016). The controversy chosen in this particular case is the plan for a housing construction project on the site of a urban agricultural project in Watermael-Boitsfort a municipality in the South of Brussels, Belgium. Using a combination of ethnographic methods —content analysis, interviews, (participant) observation— and network visualization techniques, it shows how a simple announcement changed the quiet life of a community and lead to content production on a variety of media platforms. The involvement of the researcher as member of a local media initiative also demonstrates how action can provide rich empirical material, including news articles, meetings, emails and events. The paper concludes by highlighting how proximity between news producers (may they be professional journalists, activists or mere citizens) and the controversy they report on influences local news, media and audience perception. It also calls for a reflection on the place of research in the environment it studies and in the society it influences by living in it.

Indira Dupuis: Does a Network of Campus TV Make a Difference?

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The German media system is regulated by the *Länder* or federal states. With the implementation of private broadcasting in the 1980s, the Länder established State Media agencies for their territories. Besides supervising private broadcasting they were also tasked with supplying the citizens with media competencies and possibilities to actively participate in the public sphere. The Media Agencies are offering technical and educational support for citizens to produce TV programs and broadcasting licenses are provided to air the citizen's media content. Generally, this infrastructure constitutes a comfortable setting for local and regional citizens' media. There are about 150 non-commercial so called open channels or campus radio and training channels with 20-30,000 unsalaried people involved who produce about 1500 hours of content and reach about 1.5 Million recipients per day.[1] Because the

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[1] Official information of *Die Medienanstalten*, the Association of German State Media Authorities, see http://www.die-medienanstalten.de/themen/medienkompetenz-buergermedien/buergermedien.html

former loose network of open channels was identified as rather ineffective,[2] in 2009 the Media Authority of North Rhine-Westphalia (LfM) changed the regulation and re-organized the non-commercial local citizens' broadcasting channels in this federal state. The new network was conceptualized as a more closely supervised organization. It is now a network of independent TV producers which deliver programs to one single TV channel, headed by a newsroom at the Institute for Journalism, TU Dortmund University. This newsroom was merged with the existing teaching newsroom, where students at Dortmund University are trained in TV production, and equipped with further staff and technical facilities to professionally air the delivered programs. The start-up funding for this network of TV producers was divided in three funding lines: 1.) professional media schools with teaching facilities for TV program production, 2.) the establishment of students TV production newsrooms and its integration in the curricular at institutions of higher education and 3.) independent citizens. Correspondingly, today, instructed students in particular are invited to contribute programs to this new channel, "nrwision" (nrw for North-Rhine Westphalia), even if independent producers of citizens' media still take part in the project.[3] In 2009 I established one of these students TV-production newsrooms at Ruhr-University Bochum which delivers a monthly Campus TV magazine.[4] Besides this, the students are invited to develop new formats in particular. From 2012 on, each year TV programs produced at Ruhr-University Bochum were awarded *Bürgermedienpreise* (citizens' media awards). In the presentation I want to report my experiences with Campus TV and discuss it in the context of German higher education policy and the current politics and developments of citizen media in North-Rhine Westphalia. On this basis and taking into account the German experiences with open channels and the framing of participative media in German media policy, I want to discuss why, given the declining commercial journalism and the public concern about it, the further development and strengthening of the local and regional citizen's media is not considered more seriously.

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[2] Volpers, H.; Schnier, D. and Salwiczek, C. (2006): Bürgerfunk in Nordrhein-Westfalen. Eine Organisations- und Programmanalyse. Berlin: Vistas.

[3] See the portrayal by the LfM: http://www.lfm-nrw.de/foerderung/buergermedien/buergerfernsehen.html

[4] See http://tv.rub.de