

## **Media Deserts: Using GIS technologies to map the Ohio media ecosystem**

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The Media Deserts Project, housed at Ohio University, uses geographic information systems to map the media ecosystem down to the zip code level. Our goal is to raise awareness about the changing media ecosystem and help communities pinpoint geographies where access to fresh news and information may be lacking. We have created a zip code level map of Ohio and are adding more detailed methodologies such as content analyses and digital ethnography to get a deeper understanding of the changes to Ohio's media mix from 2007 to the present. We look at daily newspapers, online news sites, hyperlocal online news sites and other media sources to determine whether they are present in a community. We also examine these geographies based on demographic data to determine what remedies might be available to communities. Ultimately, we would like to be working directly with communities to leverage existing media assets and help determine what types of media interventions we might create in partnership with community stakeholders to remedy the media state of affairs.