

How college students can help save local news | The Conversation

By Lara Salahi, Christina Smith

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Local news outlets across the U.S. are struggling to bring in advertising and subscription revenue, which pays for the reporting, editing and production of their articles. It's not a new problem, but with fewer and fewer journalism jobs as a result, a growing number of local newsrooms have found a potential solution: college journalism students.

The pandemic, set on a backdrop of political and economic tumult, further injured a local news industry weakened by decades of revenue decline, ownership consolidation and cuts to production and delivery. In rural and urban communities across the country, residents have little or no access to credible or comprehensive local news and information – they live in what are called “news deserts.”

Studies show that people who live in news deserts or other locations with little local news are less likely to be actively involved in their community or participate in local elections. They are also more likely to believe false information spread online through social media and fake or fringe websites.

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