



ONE COUNTRY

Q1 2022 Quarterly Rural Media Analysis

April 20, 2022

Analysis Overview

1

Rural vs. National Traditional Media Coverage Analysis

Deep dive into coverage topics in rural outlets and in national top outlets understanding similarities and differences in areas of coverage and the two media landscapes.

2

Rural Traditional Media vs. Rural Social Media

Understanding areas of coverage and how topics translate from one medium to the other and may impact the discourse in rural communities.

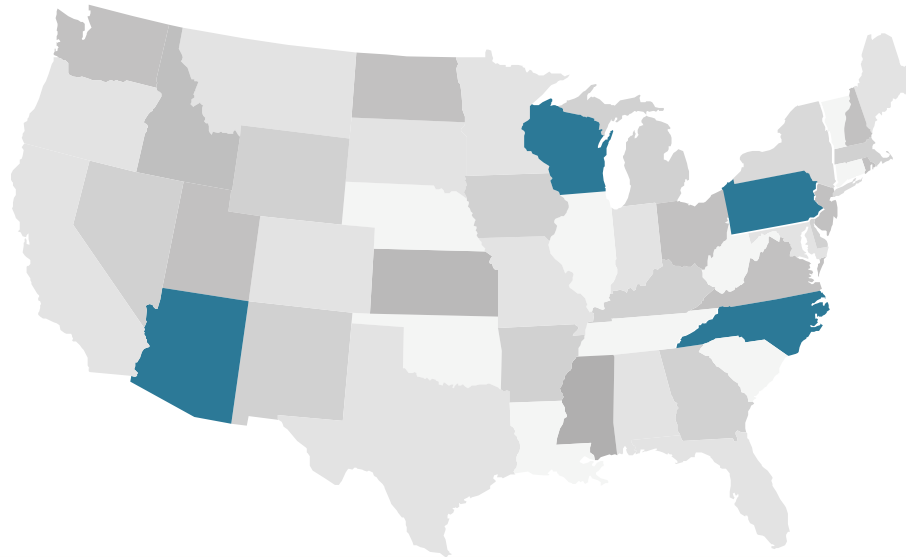
3

Rural Social Media Issue Deep Dive

A deep dive into hot topics of the quarter and discussions on social media among rural populations. Analysis centers around issues of Crime and Law Enforcement, Inflation, and Climate and Energy.



Audience Methodology



Traditional Media Rural Outlet Criteria

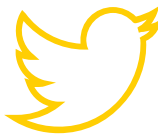
Outlet is located within a county that meets the below criteria:

- Population is less than 200,000 residents
- Won by President Trump in 2020 election
- Coverage was analyzed from more than 200 newspaper outlets located in key rural counties

Social Media Rural Audience Criteria

Twitter users that meet the below criteria:

- Geo-tagged in Arizona, North Carolina, Pennsylvania, or Wisconsin
- Unverified
- Do not self describe as members of the media
- Are not Geo-tagged in major metro areas connected to top 200 U.S. cities



Rural vs. National

Traditional Media Coverage Analysis



Media Coverage Key Findings

1 **Crime is at the center of coverage among rural news outlets.**

Reports of local crimes and sentencing along with news around police shootings and ongoing law enforcement scrutiny draw attention to this issue.

2 **News around Russia was a top issue in both rural and top national news coverage.**

Focus on international affairs made up a hefty 29% of coverage in top national outlets this quarter and a significant 11% of coverage in rural outlets. Notably this issue was only loosely connected to other issues covered. Rural outlets are focused on news involving Russia while national publications take a broader focus on other international issues and further implications.

3 **Inflation was central to both rural and national coverage.**

News of inflation in rural outlets was primarily centered around gas prices as outlets followed the rising prices and reported updates. The issue was often tied to ongoing Russian conflict and updates from President Biden in national coverage. While this was a central topic to overall coverage, volume was relatively low.

4 **Energy and climate coverage was one of the most consistent issues across audiences.**

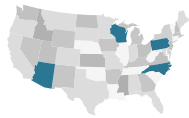
Aside from rising prices and ties to Russia, coverage focused on steps toward a clean energy future and ongoing initiatives. A key difference here was a focus on electric vehicle technology in national coverage and a focus on wildlife in rural coverage.

5 **Leading areas of coverage are aligned to Republican messaging guidance.**

Narratives on inflation, schools, and COVID-19 leading both national and rural media coverage can be tied closely to guidance from national Republican initiatives.



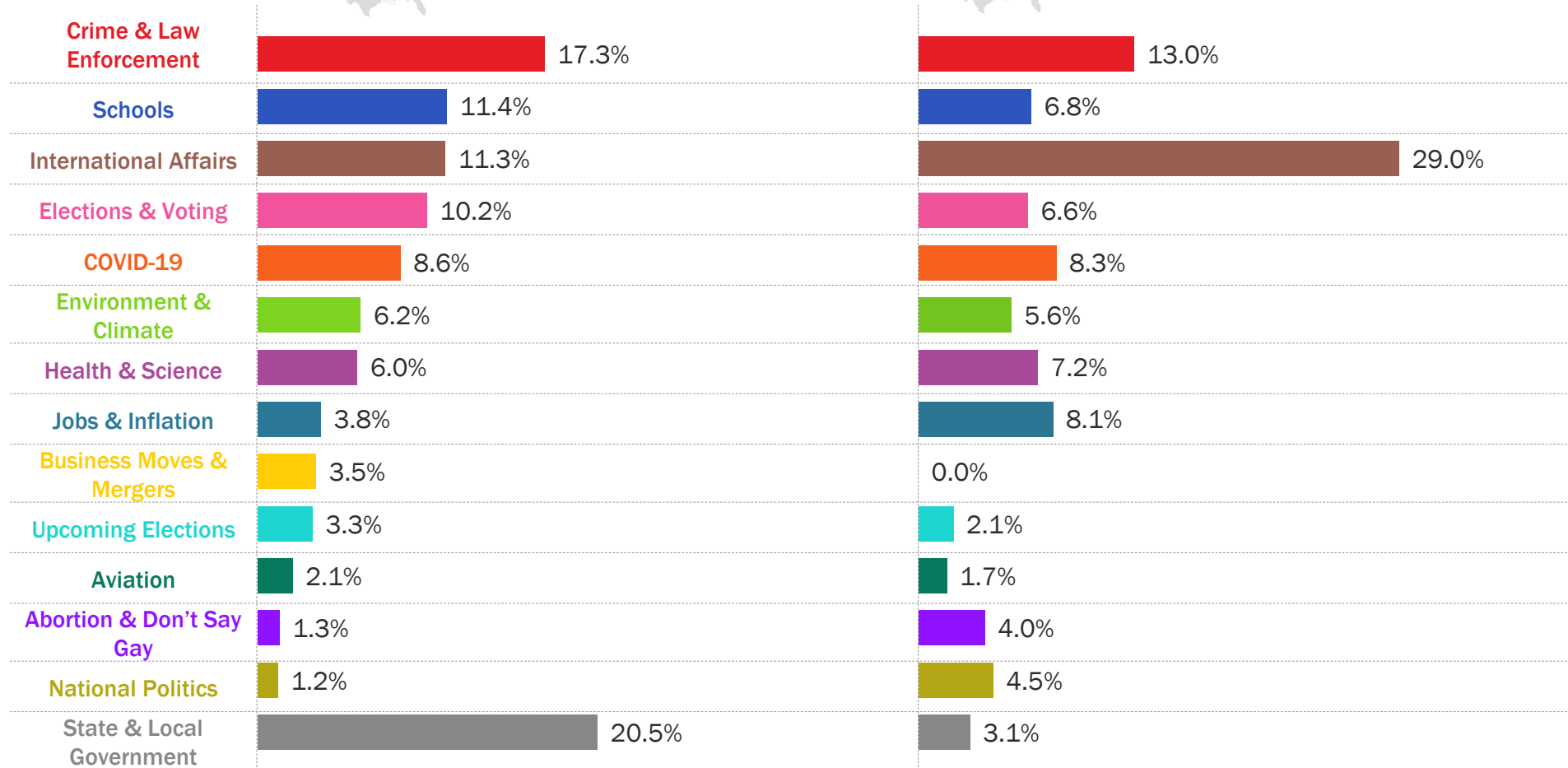
Rural vs. Top National Coverage Topics



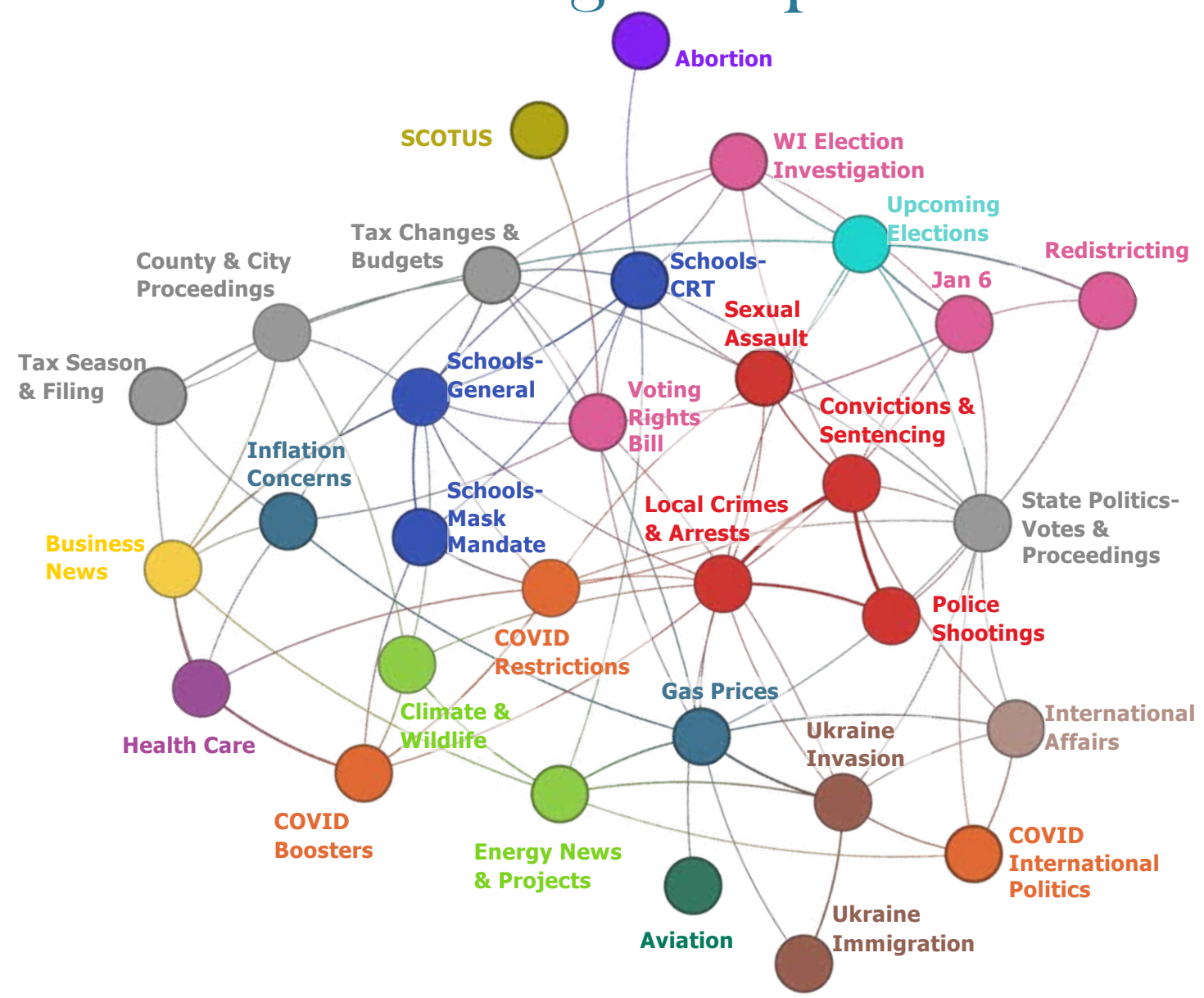
Rural Outlets



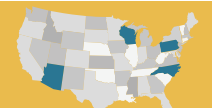
National Top Outlets



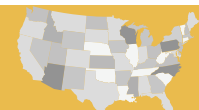
Rural Outlet Coverage Map



Rural outlet coverage network
Jan 1 to Mar 31, 2022



National Top Outlet Coverage Map





Media Coverage Key Findings

BY STATE

Coverage across states was fairly consistent in topic of focus and volume of coverage.

Arizona



- Has the highest proportion of news focused on crime
- Increased focused on environmental and climate protection
- News about indigenous people and school boards were central to coverage

North Carolina



- Inflation is central to coverage
- Concerns about the economy are present throughout the network
- Focus on upcoming elections is disproportionately part of the media conversation in NC

Pennsylvania

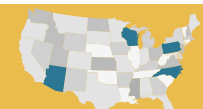


- Coverage on COVID-19 and international affairs takes up a larger space than other states
- School-based politics is disproportionately large in PA
- Inflation is the center of conversation in PA

Wisconsin



- Coverage on COVID-19 and restrictions take up a larger space than the other states, and is highly connected to other topics of coverage
- Election integrity is disproportionately represented in WI following ongoing investigations

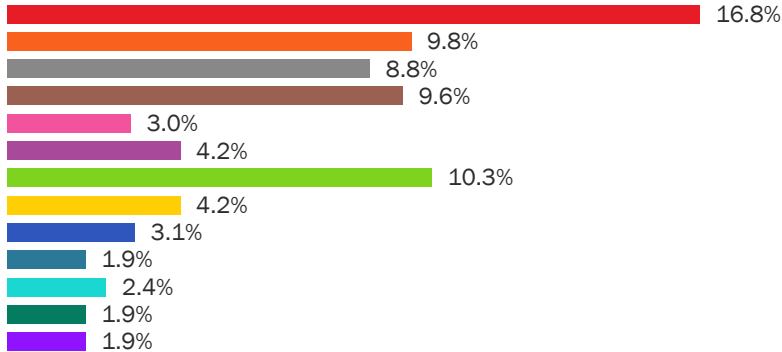




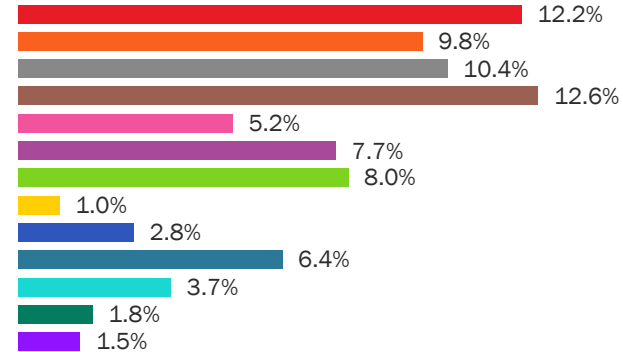
Rural Outlet Coverage Topics

BY STATE

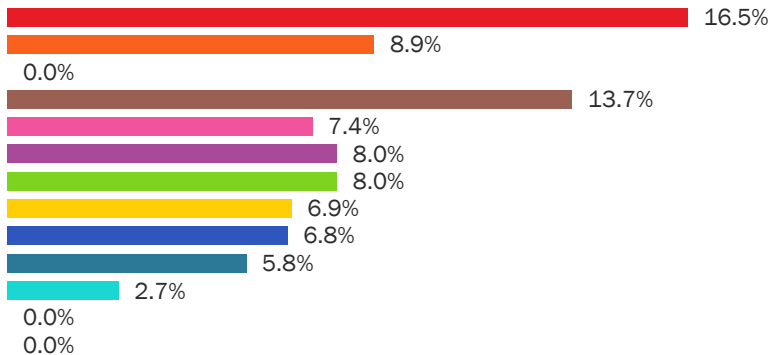
Arizona



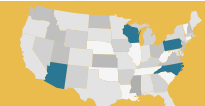
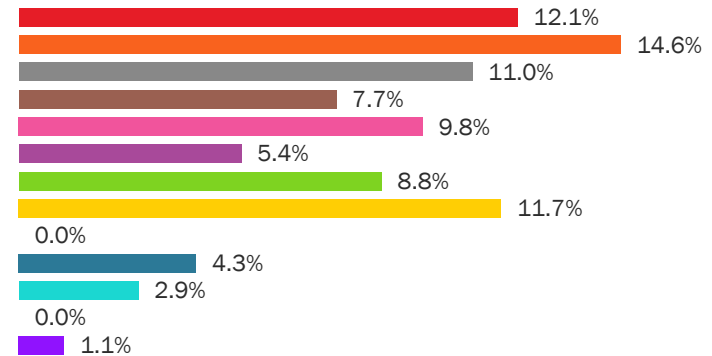
North Carolina



Pennsylvania



Wisconsin

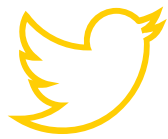


Social Media Analysis

Focus on Crime & Law Enforcement, Inflation, and Energy & Climate



Social Media Topic Analysis Key Findings



Rural social media conversations are focused on finger pointing and assigning blame for issues affecting the lives of Americans. President Biden has emerged as a consistent target of blame.

Crime & Law Enforcement

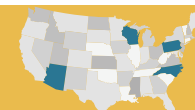
- Social conversations are politically charged focusing on crimes and sentencing around war crimes for Putin, financial and election crimes for Trump, and Biden family implications.
- Discussion of police funding is heavily scrutinized and focused on Democratic platforms.
- There is an appetite for more accountability within the justice system and broader government from police, politicians, and judges.

Inflation

- Biden is the central focus of this conversation as rural Americans are quick to attribute rising prices to his leadership.
- Gas is the commodity most in focus during discussions of inflation, with ties to Russia as well as users engaging with one another and questioning the source of the increase.
- Ties to employment and the labor market are relatively weak within the conversation, and led by discussion supporting an increase in the minimum wage when mentioned.

Energy & Climate

- Climate activists lead the conversation, urging immediacy of steps to combat climate change.
- Ties of the oil and gas industry to politics including lobbying power, pressure to produce, and pressure to keep profits at bay lead some of the most engaging discussions on the topic.
- Discussion of specific renewable energy sources is met with skepticism as users look for evidence of an efficient alternative.



Rural Social Media vs. Rural Traditional Media

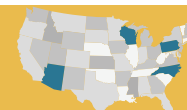
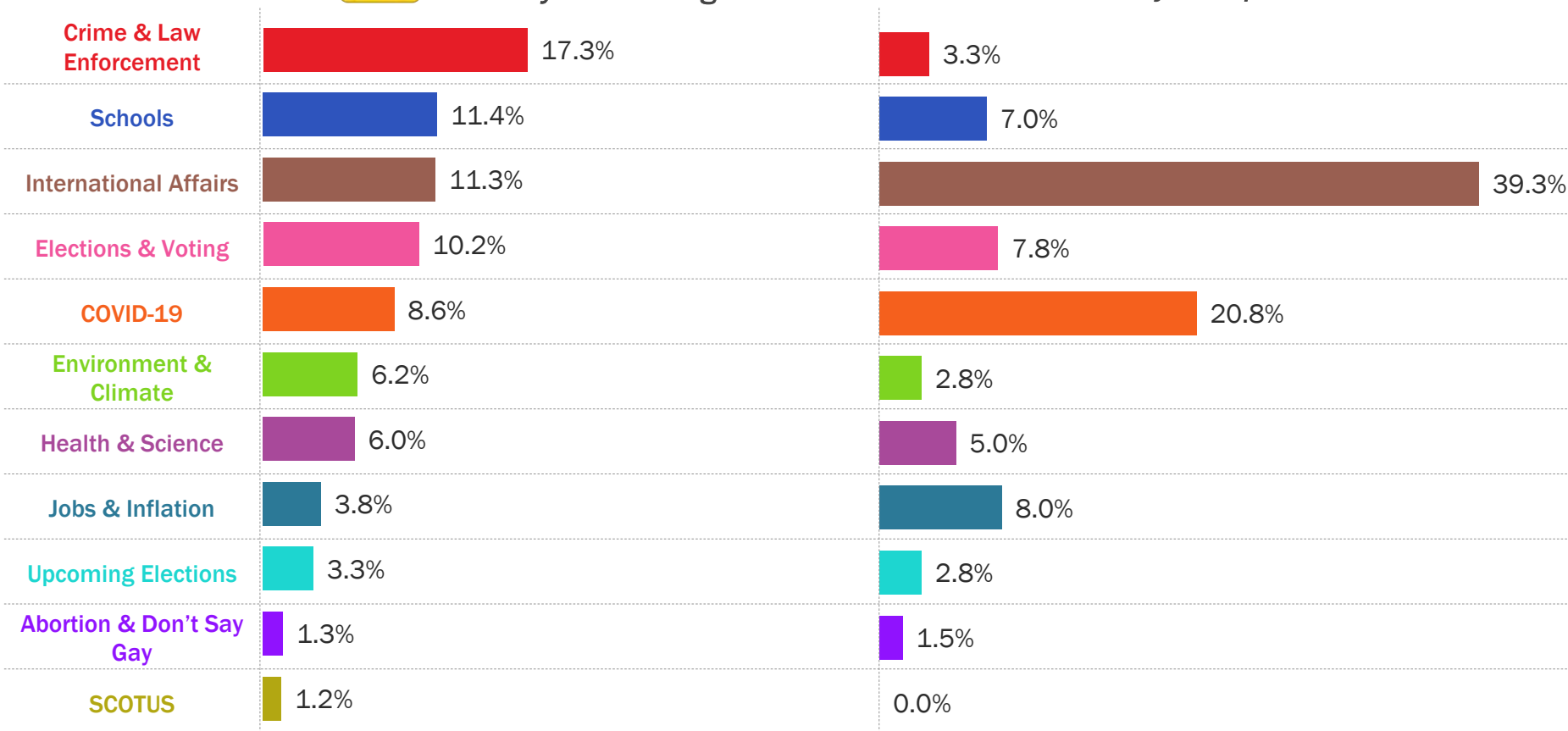
Focus on international affairs, COVID-19, and inflation increases while focus on crime decreases as rural Americans move from receiving news to discussing content on social media.



Rural Outlets
Courtesy of FTP Insights



Rural Social Media
Courtesy of Impact Social



Social Media Topic Analysis: Trending Terms

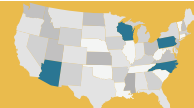
Crime & Law Enforcement



Inflation



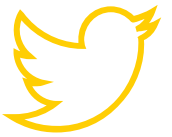
Energy & Climate



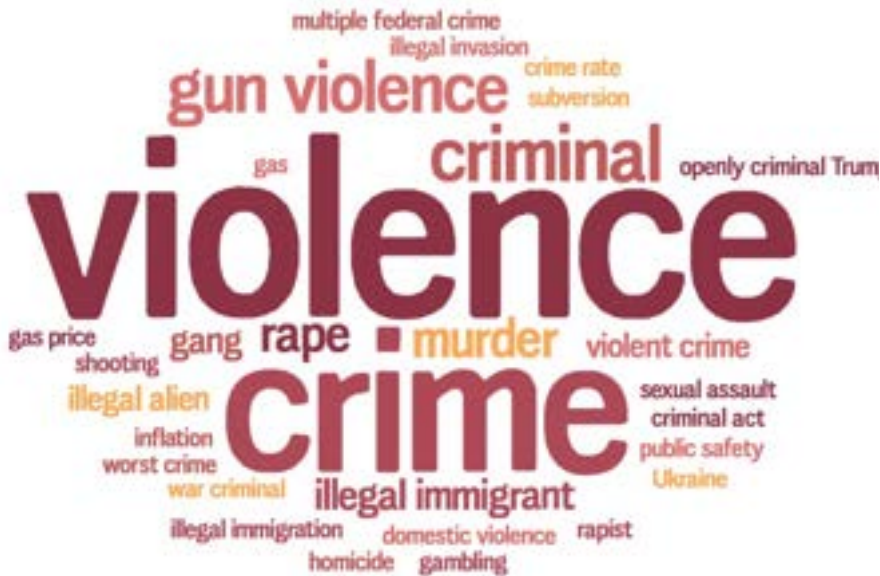
Crime & Law Enforcement



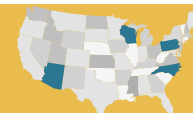
Crime & Law Enforcement Highlights



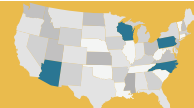
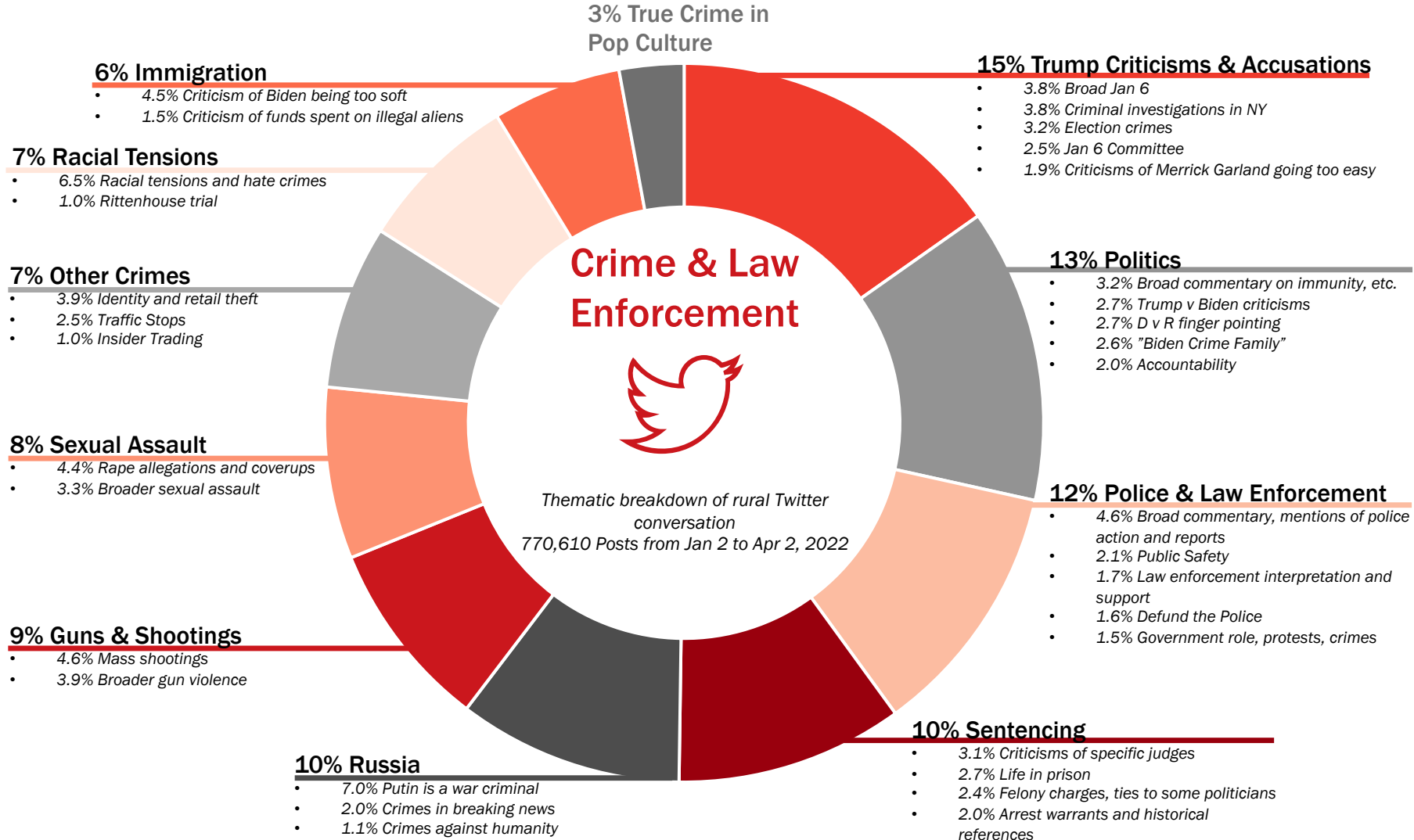
Accountability and politics drive conversations on social media.



- Accountability within the justice system resonates in all areas of the conversation.
- Most talk of crimes is incredibly politically charged, and often at the national level.
- Democratic messaging has an outsized voice, with heavy risk in conversation around police funding. Rural Americans are not receptive to funding cuts and paint a picture of privilege around those calling for them.
- Mentions of Biden, Trump, Putin within this topic are direct criticisms of the politicians.
- Recent studies on crime rates are largely going unnoticed among rural audiences.
- Poverty and re-entry into workforce are gaining engagement but not yet top themes. While these discussions begin to emerge, there is an opportunity to jump into these conversations and lead.



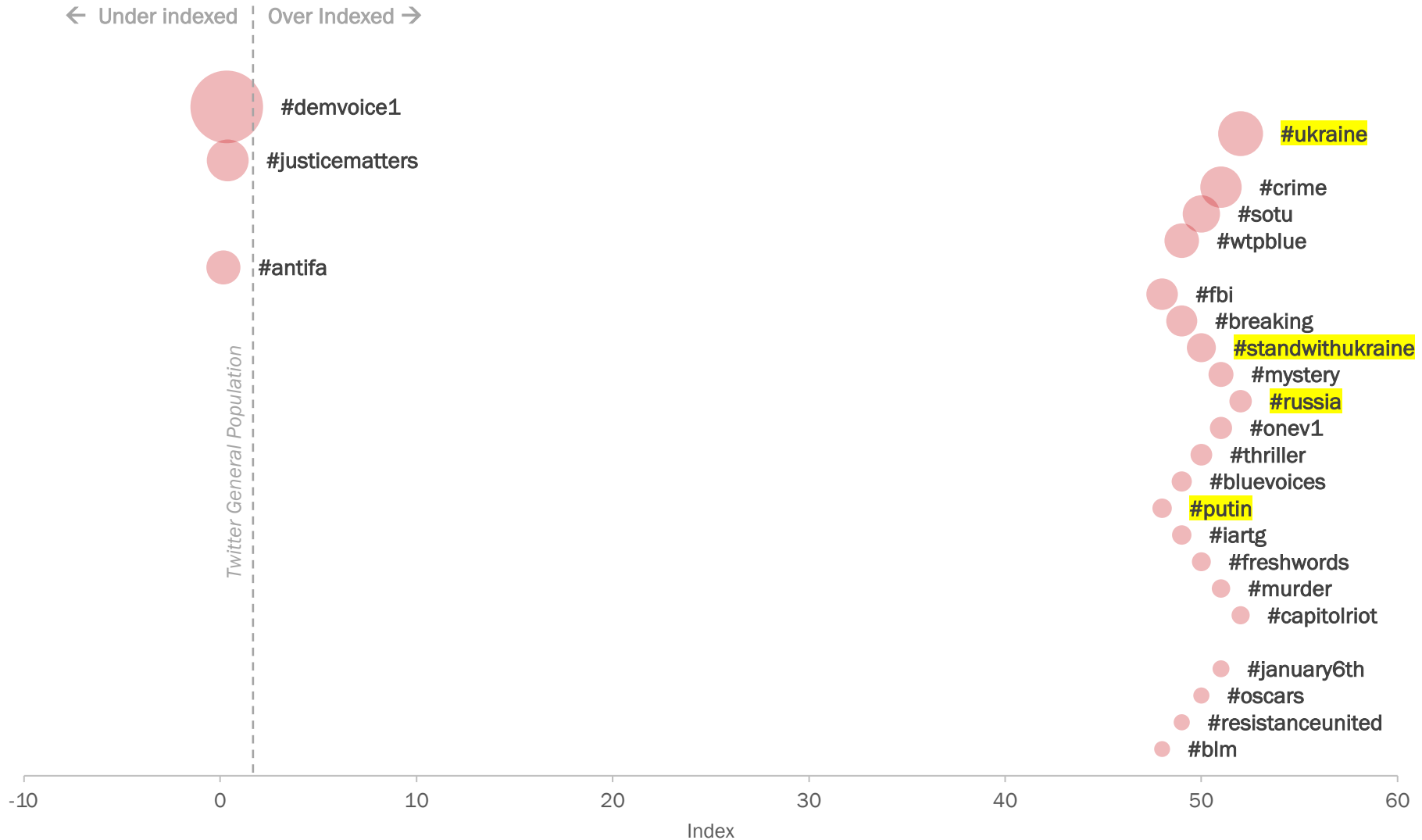
Crime & Law Enforcement Subtopics



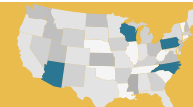
Crime & Law Enforcement # Index

Rural Pop Indexed against Twitter Gen Pop

Focus on Ukraine and Russia leads hashtag engagement in the conversation around crime.



- The Index value is the %share of posts (authors) for the insight in the target topic divided by the %share of posts (authors) for the insight in the comparison topic.
- The Index value is 50+ when the %share of the insight for the comparison topic is zero.



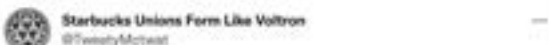
Top Posts: Crime & Law Enforcement



Impact of Poverty



Neighborhoods near the downtown district, albeit neglected, used to be affordable. Development of those areas into high-end residential, restaurant, and entertainment areas has served as a catalyst for



Any attempt to decrease crime without addressing poverty is a waste of time and money.

President Trump



- The National Archives sent a ton of Trump papers to the 1/6 committee
- The committee has asked Ivanka for a sit-down
- Tish James is all over the Trump Org
- Georgia DA requests special grand jury for a criminal investigation of election interference by TFG



So it's finally arrived. Fani Willis, Fulton County D.A. is conducting a criminal investigation of Donald Trump. She has also asked FBI for protection for her and investigators. I'm unaware of a president ever being criminally investigated, at least in our lifetime. Ever.

President Putin



"I ask that the hostilities be ceased immediately and that President Putin put an end to the military operations. As Orthodox Christians, we condemn violence and aggression." Statement from my Orthodox hierarch, Metropolitan Tikhon. 🙏 Lord have Mercy. Praying for Ukraine.



Putin shouldn't be given an inch. He's a war criminal. The Russians need to end his reign, or continue to suffer more and more until they do.

President Putin



The dots are connecting.

These 2 videos explain the horrible things happening under Biden past and current. It's all out there now. Undeniable. #LaptopFromHell #treason

The Biden crime family are all naked. 🇺🇸

Racial Issues



The founder of BLM Memphis chapter was just sentenced to 6 years in prison for illegally registering to vote in Tennessee while having felony convictions. Need to see more accountability like this!

1:50 PM - Feb 6, 2022 - Twitter for iPhone



If Black kids in the 1960s could endure hate and violence at newly integrated schools, I think the kids of today can endure learning about it.

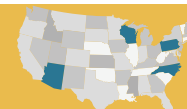
Re-entry



How can anyone with a criminal record be expected to easily turn their life around with all of the obstacles they're faced with after offending? It's recipe for failure.



There are not enough reentry resources out there for people. Our criminal legal system sets people up for failure then acts surprised when they return to a cell.



Inflation



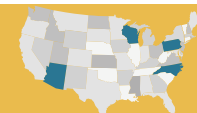


Inflation Highlights

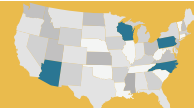
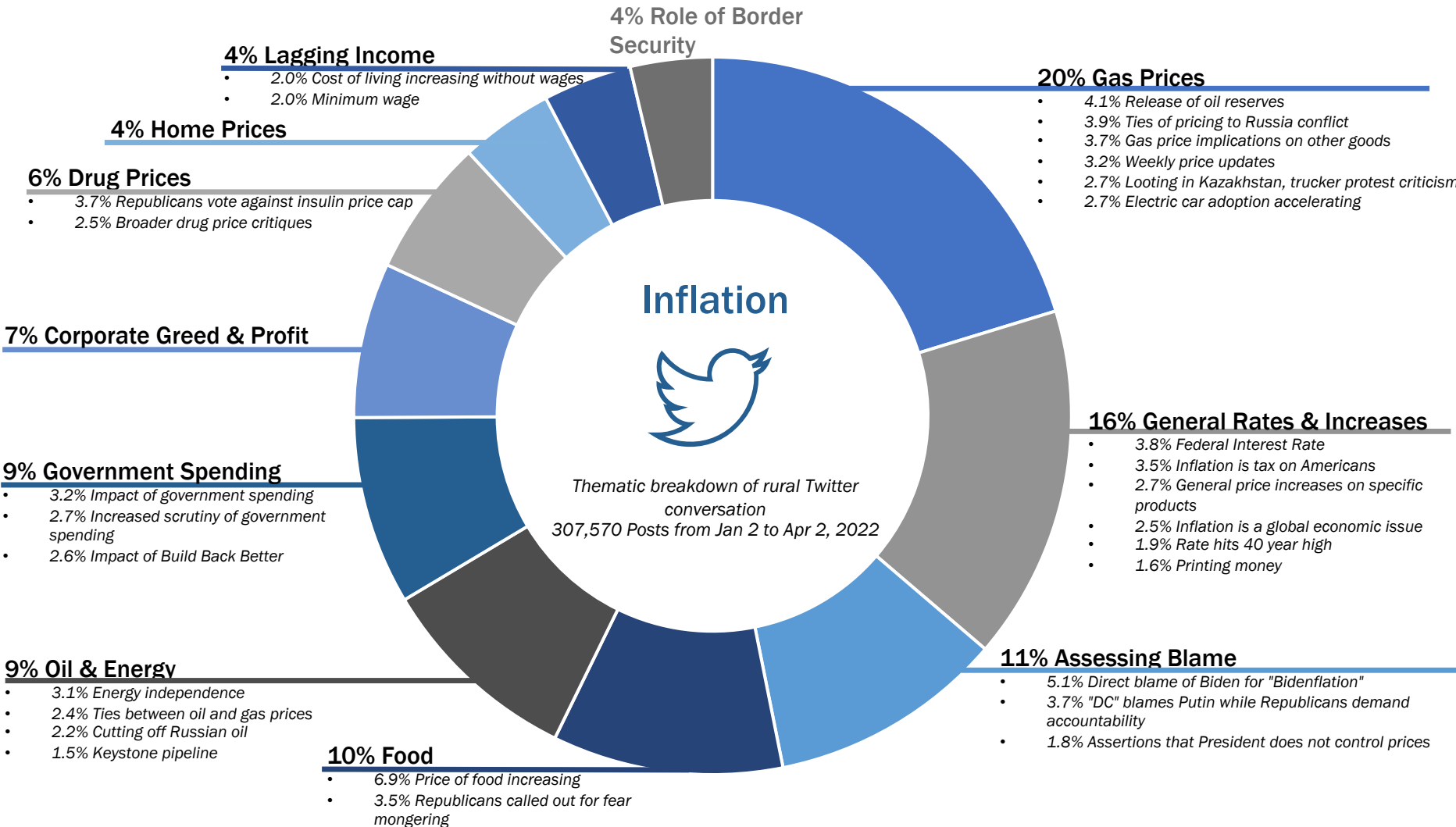
Perceived shortcomings of President Biden lead conversation of and debate around inflation.



- President Biden is the focus of conversation around inflation. Direct mentions of his name as well as emerging terms such as #bidenflation account for nearly 1/3 of all rural conversation on inflation.
- Social conversation among rural Americans revolves around gas prices, what they are currently, and who's to blame for their rise.
- There is no direct defense or positive conversation around President Biden in the conversation. Rural Americans will change the conversation from blame to explaining the inner workings of industry and economics but will not defend Biden directly.
- Similar to media coverage, there is very little focus on employment and labor issues tied to inflation. The most resonant subtopic was support of an increase to the minimum wage.
- Rural audiences are unforgiving to corporations who increase prices and quick to characterize their greed.



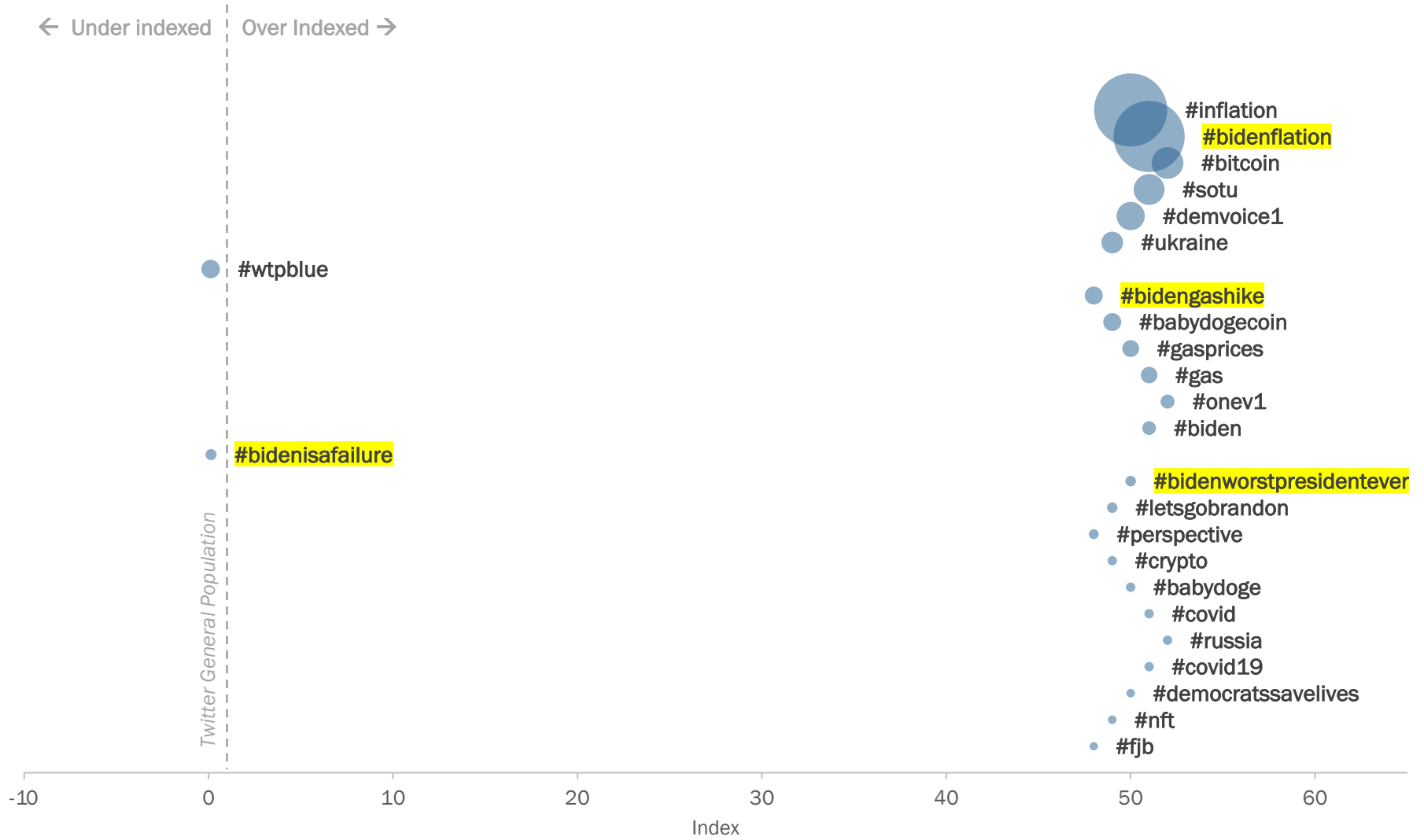
Inflation Subtopics



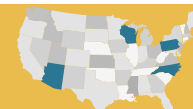
Inflation # Index

Rural Pop Indexed against Twitter Gen Pop

President Biden remains in focus in leading hashtags within the conversation.



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Top Posts: Inflation

Blame

Robert Sprague @RobertCSprague
 Washington DC will blame everybody but itself for the inflation it's causing.

ProutArmyBot @ProutArmyBot
 Joes going to blame the rising gas prices here, the stalled supply chain, the inflation, EVERYTHING...on Putin!

👍👍👍👍👍👍👍👍👍👍👍 NOTHING is EVER HIS FAULT!

Erik Peterson @ErikPetersonXC
 Americans learning that gas prices have also increased in countries where Joe Biden is not the President.



Erik Peterson @ErikPetersonXC · Mar 10
 Replying to @ErikPetersonXC
 "This is not a Biden endorsement."

Broader Inflation Concerns

Elise Stefanik @EliseStefanik
 Inflation is a tax on ALL Americans.

Dick @broaddick
 Consumers are paying record high prices. Corporations are taking record high prices. This is brought to us by Republicans who congratulate themselves on protecting us from socialism. Do the math.

Insulin

Parker Butler @parkerbutler
 193 Republicans just voted against a standalone bill that would cap the cost of insulin at \$35/month. Democrats unanimously supported it.

Corporate Greed

sheelagian @sheelagian
 It's so weird to me that the same right wing assholes who are having a temper tantrum about gas prices are silent on housing inflation and lack of affordable housing. So weird.

Eria Stubbs @EriaStubbs
 Starbucks is raising their already high prices while giving their CEO a huge raise. Corporate greed at its finest.

Gas

MarkyLight @MarkyLight
 Current gas prices in perspective. Regular Unleaded

Russia: \$1.80/gallon
 US: avg \$3.92/gallon, \$6.71 in LA
 Germany: \$8.94/gallon

And it's going to get worse

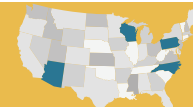
#Russia #RussianUkrainianWar #Ukraine #UkraineUnderAttack

Mother Chucker! aka Leepal @MotherChucker!
 Gas was \$3.75 a gallon this morning when I went past the mini-mart and they were getting a load of fuel at that time the price of gas there is now \$4.29 I am driving into town to see if it's cheaper there and I'll get the dog and I dinner at the A&W Root Beer restaurant LOL.

Sophie @L3NTPassion
 Gas prices are up 40%. This is the price @JoeBiden has decided Americans are going to pay. We have the cleanest fuel in the world. Inflation is caused by the Democrats. They like to empower our enemies not our allies. Get them OUT of office.

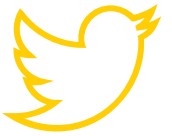
gary james pond @james.pond
 Russia is not the reason for high gas prices, Biden is: In 2019 under Trump the US produced 12,000 barrels per day of crude oil. In 2021 under Biden the US produced 9,750 barrels per day. Biden killed the US oil independence.

Rick Cooley @rcooley123
 Biden Calls Out Oil and Gas Companies as Oil Prices Drop But Gas Remains High | Vampires apparently really do exist. -



Energy & Climate



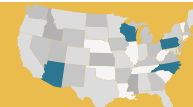


Energy & Climate Highlights

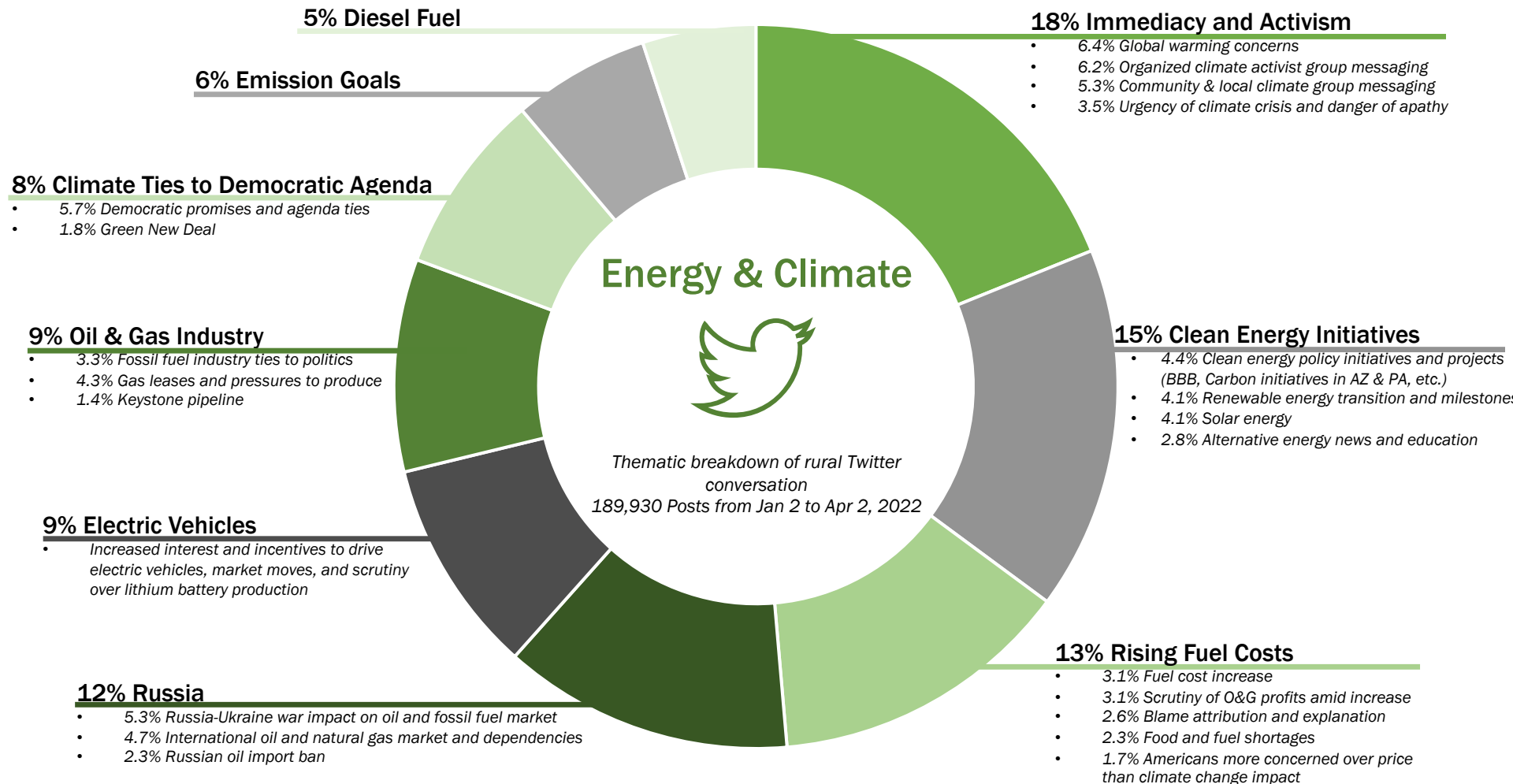
While activists lead conversation to combat climate change, rural audiences are critical of efficiency, costs, and elitism associated with renewable energy.



- Cost, rather than sustainability and combatting climate change, is the main motivator of those discussing transition to clean energy in everyday life. Value is perceived as higher when costs are coming down.
- This issue has close ties to Democratic politics, presenting both opportunity to engage and risk. Audiences are quick to tie clean energy solutions such as electric vehicles to privilege and wealth.
- Specific projects and policy solutions are lost in social conversation, often gaining attention only from activist organizations and politicians.
- Rural audiences are highly skeptical of real value in renewable energy and efficiency of different solutions such as solar. Concerns and questions focus on impact to their daily lives and how they will benefit personally.
- Reliance on foreign energy sources has become a key focus in light of ongoing conflict in Russia.



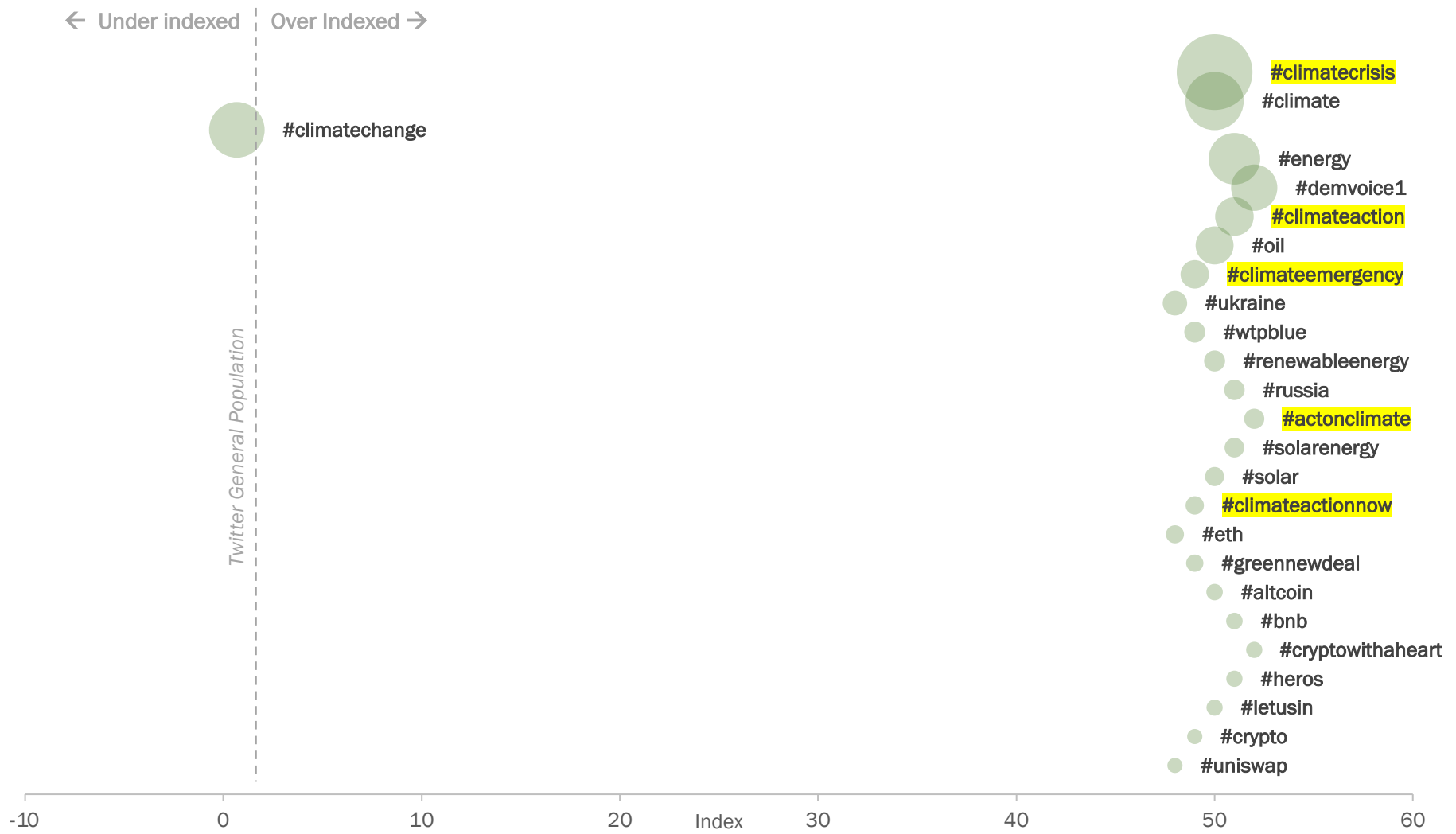
Energy & Climate Subtopics



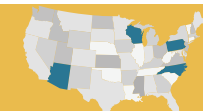
Energy & Climate # Index

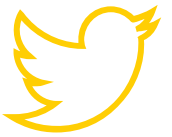
Rural Pop Indexed against Twitter Gen Pop

Hashtags tied to climate activists lead engagement within the conversation.



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Top Posts: Energy & Climate

State & Local Initiatives

Steven S. Zylstra @szylstra
Very sad for AZ.
In surprise vote, Arizona Corporation Commission rejects clean energy rules
bizjournal.com/phoenix/news/2... via @phbizjournal

azcentral @azcentral
#BREAKING: In major reversal, Arizona utility regulators kill 100% clean-energy rules in the state

Lindsay Haddock @lindsay_haddock
Had our first break in the #NorthCarolina carbon plan meeting. My 1st takeaway: Duke took it seriously when HB 951 said CO2 and in-state emissions only. Do not want to incorporate other GHGs or supply chain. Major loophole in @NC_Governor bill that all saw coming. #FossilFreeNC

The 99% Pennsylvania @The99PA
1/@PaAFL_CIO's @WillBloomington calls out the hypocrisy of pols taking credit for the #InfrastructureAct even tho they voted against it. He also stresses the importance of elections, pro-UP
@PaAFL_CIO Press @WillBloomington press the professionals in the building trades who are well prepared to build the infrastructure we need to keep us charged and driving forward into a cleaner, greener future with electric vehicles...
2) More administrators & labor are joining together to build LEED-certified buildings, EV charging stations & vehicles. Together, they are creating opportunities for job training, good paying union jobs, a cleaner, healthier environment & economic growth. #PaAFL_CIO

Wisconsin's Green Fire: United for Conservation @WisGreenFire
Community-level action is essential in the fight against #climatechange. WGF and a team of experts recently completed the Monroe County Climate Readiness and Rural Economic Opportunity Assessment, a 30-year vision for #conservation and #climate resilience: wisgreenfire.org/bur.../communi...

Electric Vehicles

Sam Spencer @samspencer
I live in this neighborhood a couple blocks from this charger. Electric vehicle infrastructure belongs everywhere cars are.
This "stripped in a week" comment says more about the person making it - and the people amplifying it - than it does about our neighborhood.
@Brett_Jensen_WEST News @Brett_Jensen Feb 24
I asked Mayor Lyles why the city chose an area where there are few, if any, electric cars for this \$10,000 charging station. She told me I shouldn't presume there aren't electric cars here. A city employee then told me she'd be surprised if the station was stripped here in a week.

Steph @steph1234567
For all those people with electric vehicles.
Nothing for those that can't afford electric vehicles.
The democrats are the party of the rich and well connected. The rest of us be damned.

Disobey to @disobeyto Mar 24
NEW - Biden admin is reportedly drafting a Defense Production Act order to ramp up mineral production for electric car batteries.
thehill.com/policy/3022703/24/inf...

Oil & Gas

Sgt Jaker @TheSgtJaker
Raise your hand if you are tired of America being beholden to Dictators & Despots around the world who control the world's oil & gas supplies and would LOVE for America to truly and wholeheartedly invest in Renewable Energy so we don't keep funding those Dictators and Despots.

Melissa Clonker aka Lopez @MelissaClonker
I've been invited to a wedding tomorrow. My coworkers 21 yr old daughter has decided to marry her boyfriend because he lives and works on his parents dairy farm and fills up his F250 on the farm for "free" at their pumps. She is marrying for fuel.

Renewable Energy Skepticism

Donna Marie Kahut @donna_marie
Imagine if we called it what it is - climate chaos. There is no "normal" or stable climate. That way of life is gone.
#emergencymode
#ClimateCrisis
#ClimateActionNow

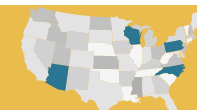
Auntie Social @auntiesocial
Just passed the regional windmill farm, the wind is blowing and only one is turning - as usual. Yay, green energy 🌞

Xavier Van Duusen @XavierVanDuusen
I still have to applaud Burkholder's Country Market for installing these solar panels over their lot. They offset their power consumption and even offer FREE electric car charging. Imagine if more markets, especially massive stores like Walmart would invest in this.

Politics

StandWithAimee @StandWithAimee
Behold here Sinema! Former Green Party. The Environment Candidate. The Climate Change Candidate. The Social Work college professor. She takes money from polluters to vote AGAINST programs FOR everyday families-Sen Coryn/McConnell run to her w/bags of \$ #DNEVI #ResistanceUnited

FreedomArmyBot @FreedomArmyBot
Happening now since "State of Emergency" ...
-Everything is quiet. Truckers will honk during the day.
-If a trucker runs out of fuel, they have many "surrogate families" taking them in, + other truckers.
Cops are arresting ppl w/ fuel. The charge is "aiding in mischief" 🤡



Appendix



Network Analysis Methodology

Analysis Process



A detailed Boolean search is constructed by an analyst to identify content for analysis



The algorithm reads the content, paragraph by paragraph, to identify keywords, phrases, and entities



The algorithm draws links between content based on similar language



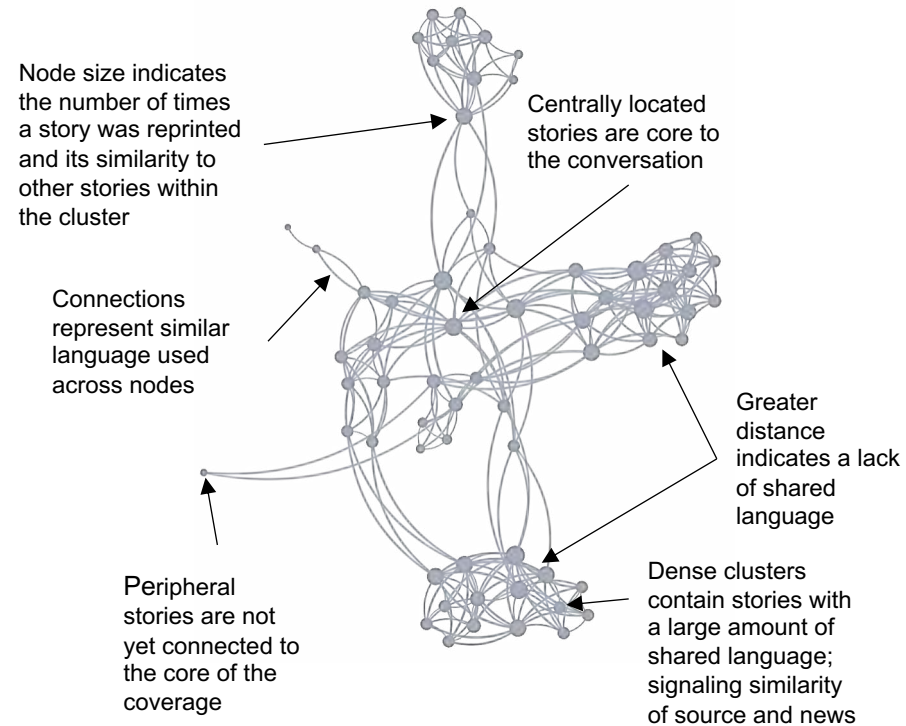
The algorithm then groups articles by theme and arranges clusters based on their interconnectivity, producing a topical map of conversations



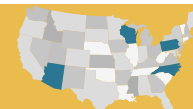
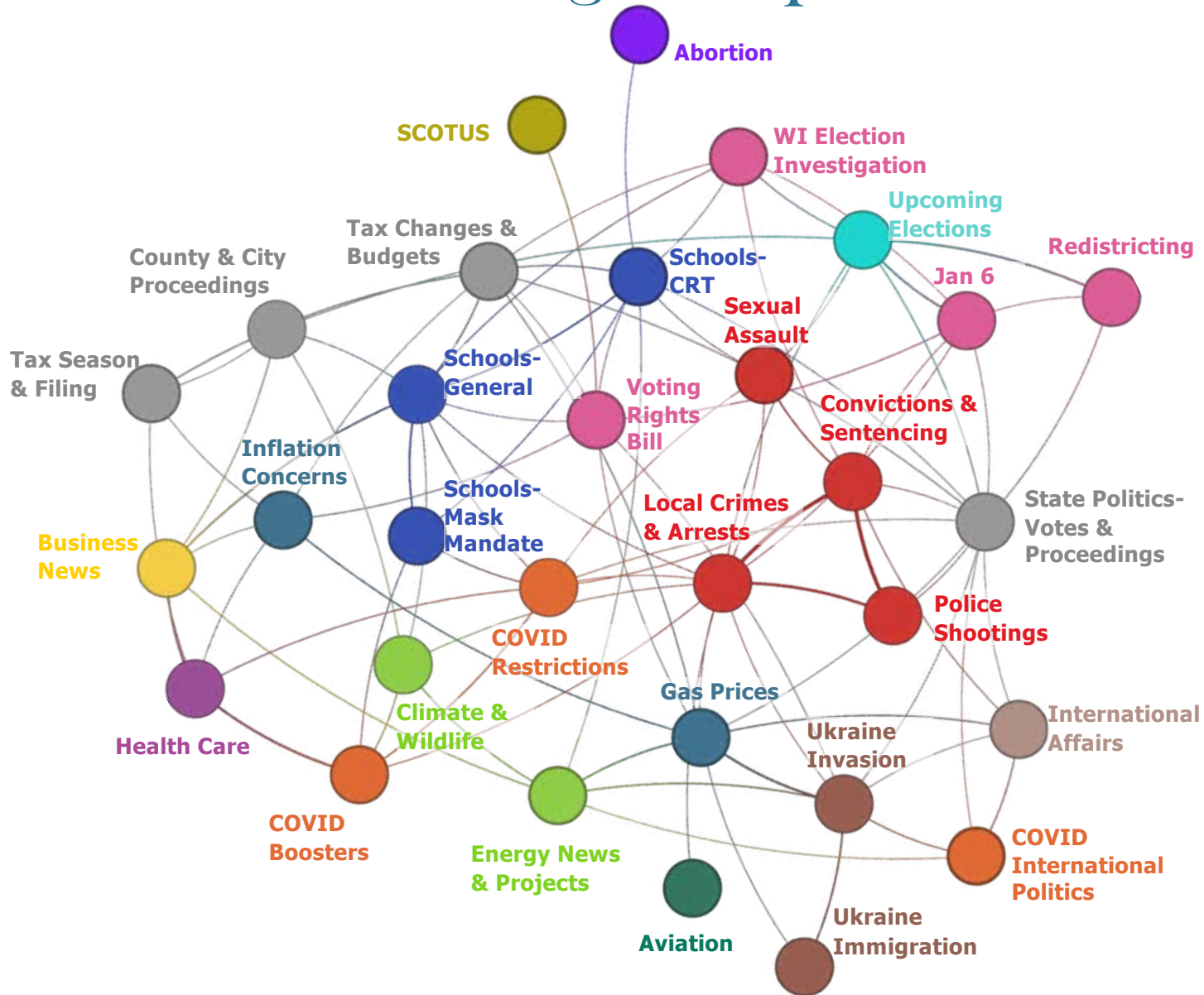
Once a network is generated, it is reviewed by an analyst who interprets and names each cluster based on the content within it

Interpreting a Network

Each node represents a news story, each connection represents similar language

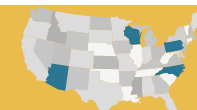
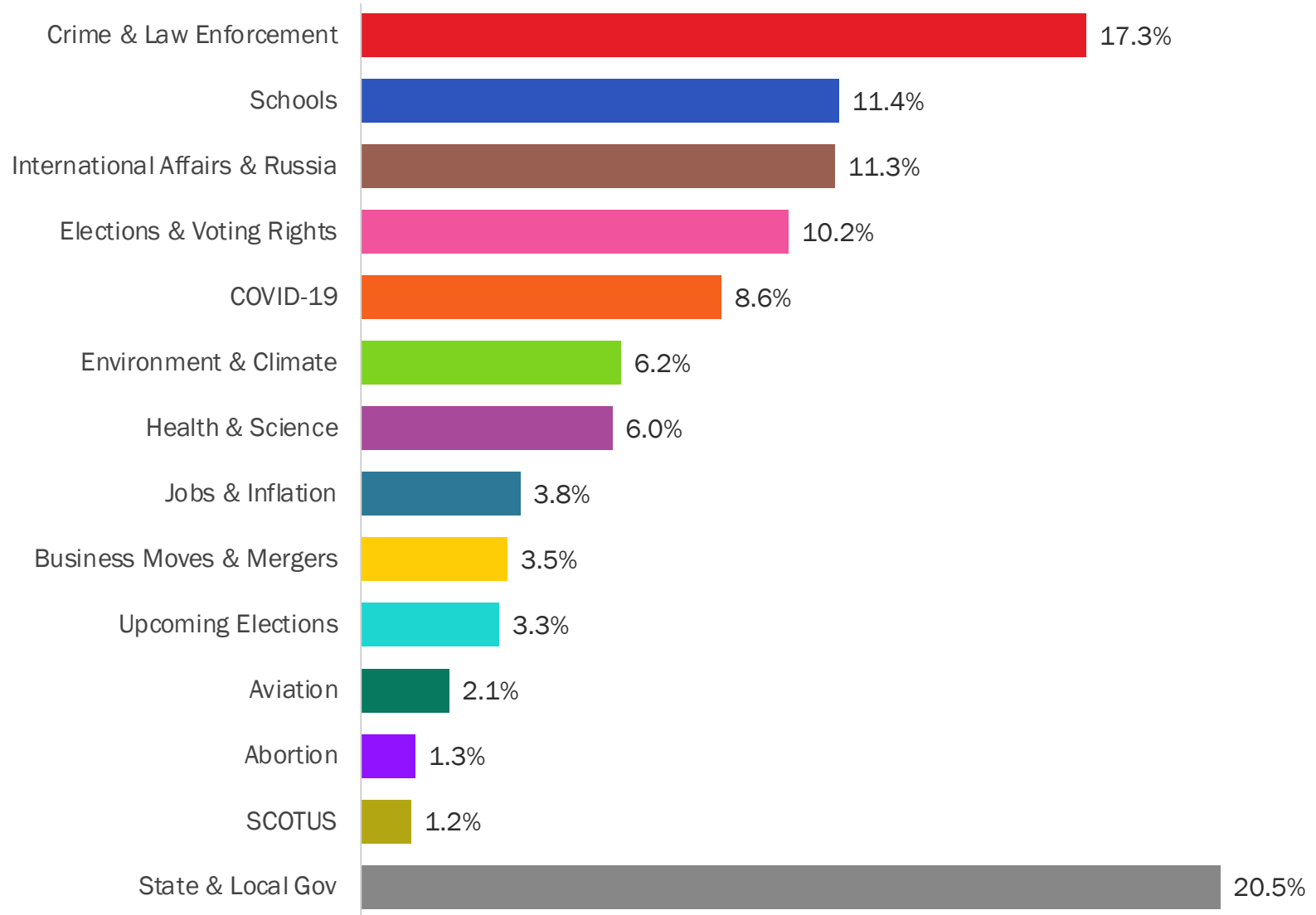


Rural Outlet Coverage Map



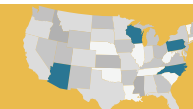
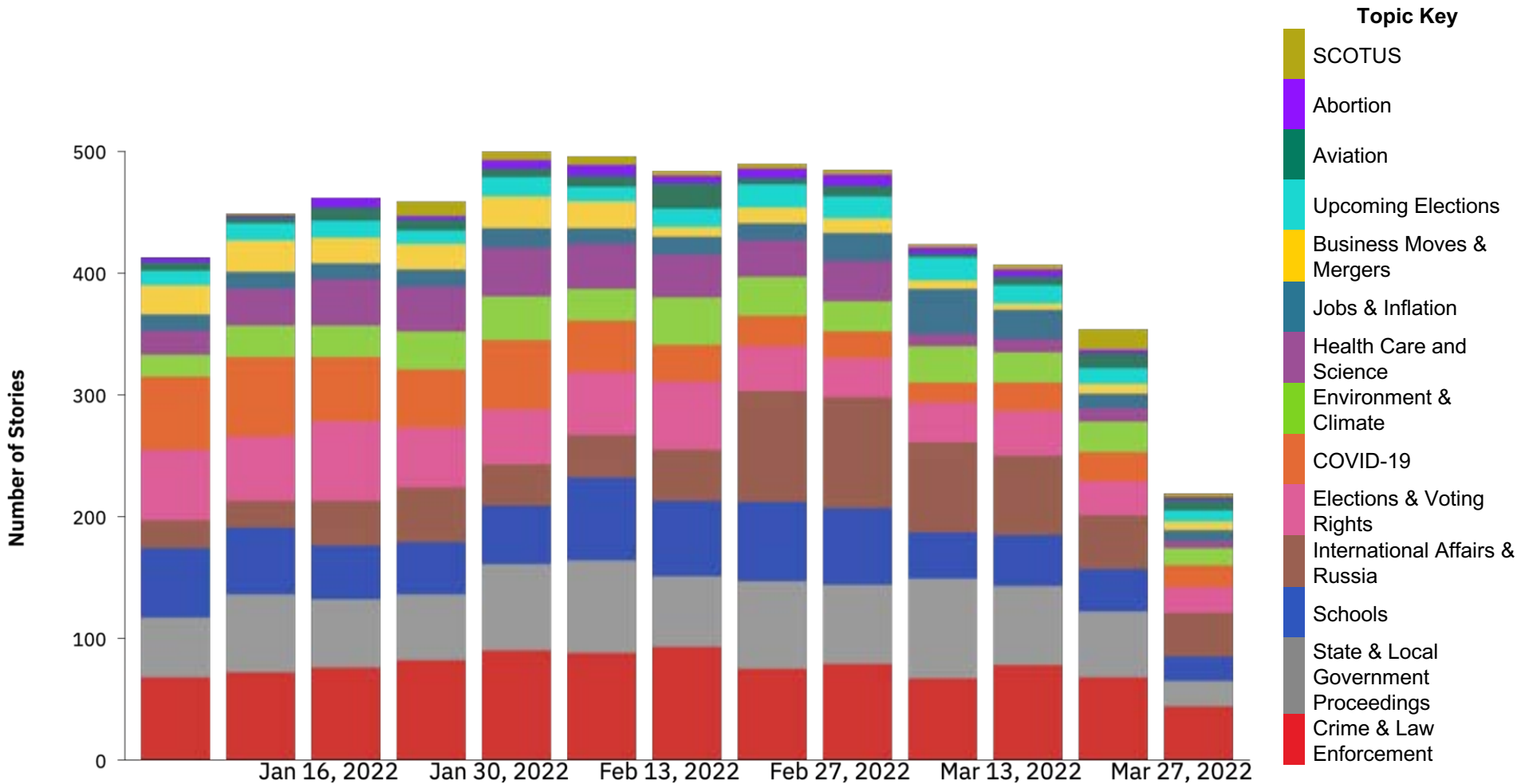


Rural Outlet Coverage by Topic

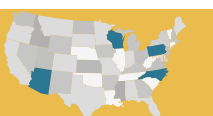




Rural Outlet Coverage by Topic Over Time



Crime & Law Enfor	Schools	International Affairs	Elections & Voting	COVID-19	Environment & Climate	Health & Science	Jobs & Inflation	Business Moves & Mergers	Upcoming Elections	Aviation	Abortion	National Politics	State & Local Gov
17.3	11.4	11.3	10.2	8.6	6.2	6.0	3.8	3.5	3.3	2.1	1.3	1.2	20.5
5.3 Police shootings	7.2 COVID-19 updates & impact, funding, staffing, awards	2.9 International politics-human rights, trade, immigration	3.2 Capitol Riot and Election Operations	4.7 COVID-19-infection rates and restrictions	4.1 Environment-climate and wildlife	Health care developments, tips, emerging technology, science	2.1 Inflation concerns	Business news-people moves, mergers, new business offers and launches	Elections-top candidates and endorsements	Aviation news-people moving, disasters, drills	Texas abortion law	1.2 SCOTUS	5.7 County & City proceedings
5.0 Local crime reports & arrests	2.7 Mask Mandate	4.9 Russia Ukraine attack	2.3 Voting Rights Bill	2.6 COVID-19-vaccination and federal assistance with tests and PPE	2.1 Climate progress-energy news		1.7 Gas prices						3.5 State politics-votes and judgments
4.9 Convictions and sentencing	1.5 Critical race theory	3.5 Ukraine war refugees	1.7 Wisconsin Election Investigation	1.3 COVID & international politics, mostly UK party									6.6 County Board proceedings
2.1 Sexual assault-cases and trials			3.0 Redistricting										2.4 Taxes-credits, social security, advice, filing season
													2.3 Tax & budget-mentions of other states, comparisons, etc.

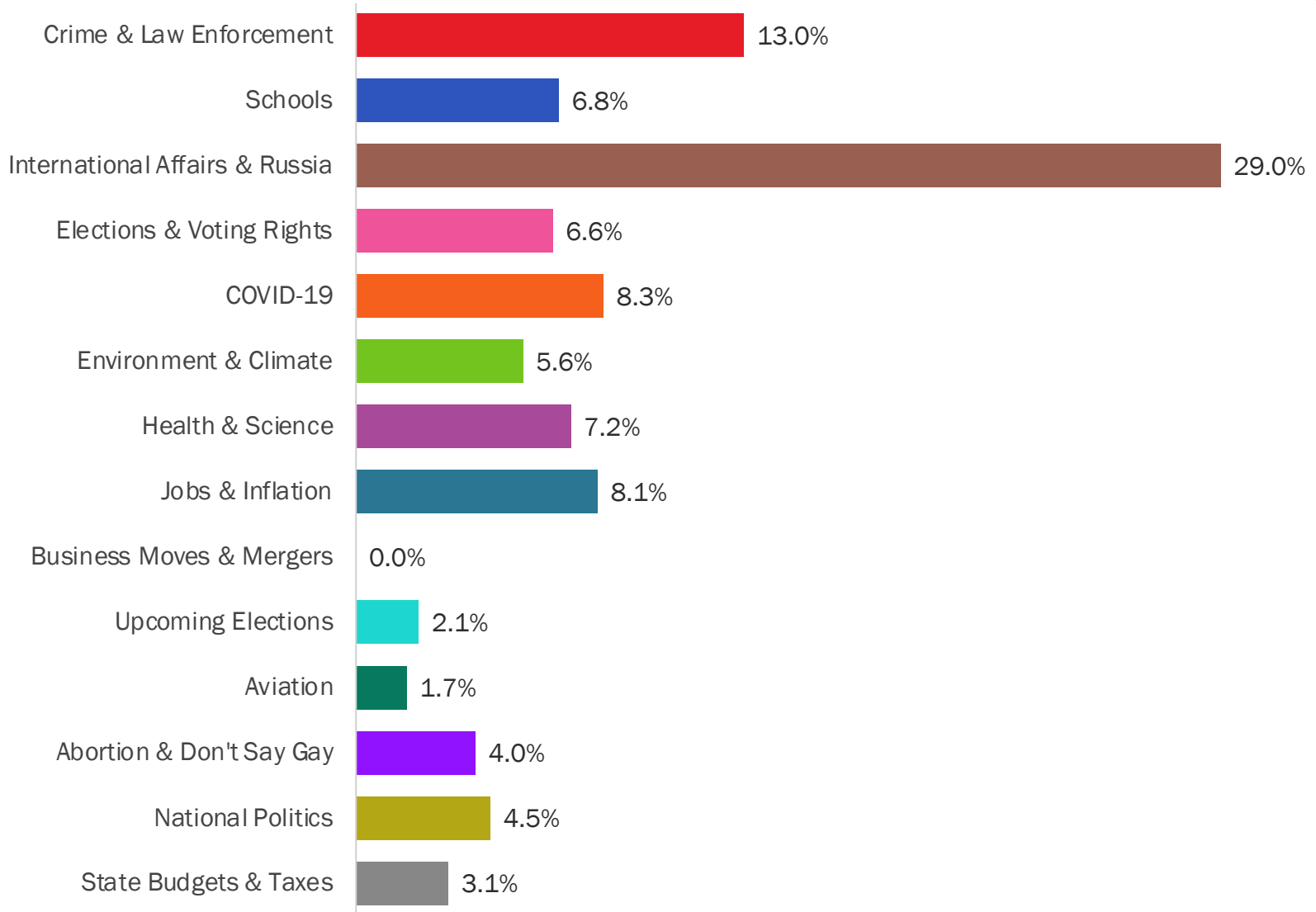


National Top Outlet Coverage Map

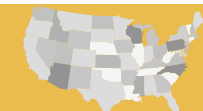
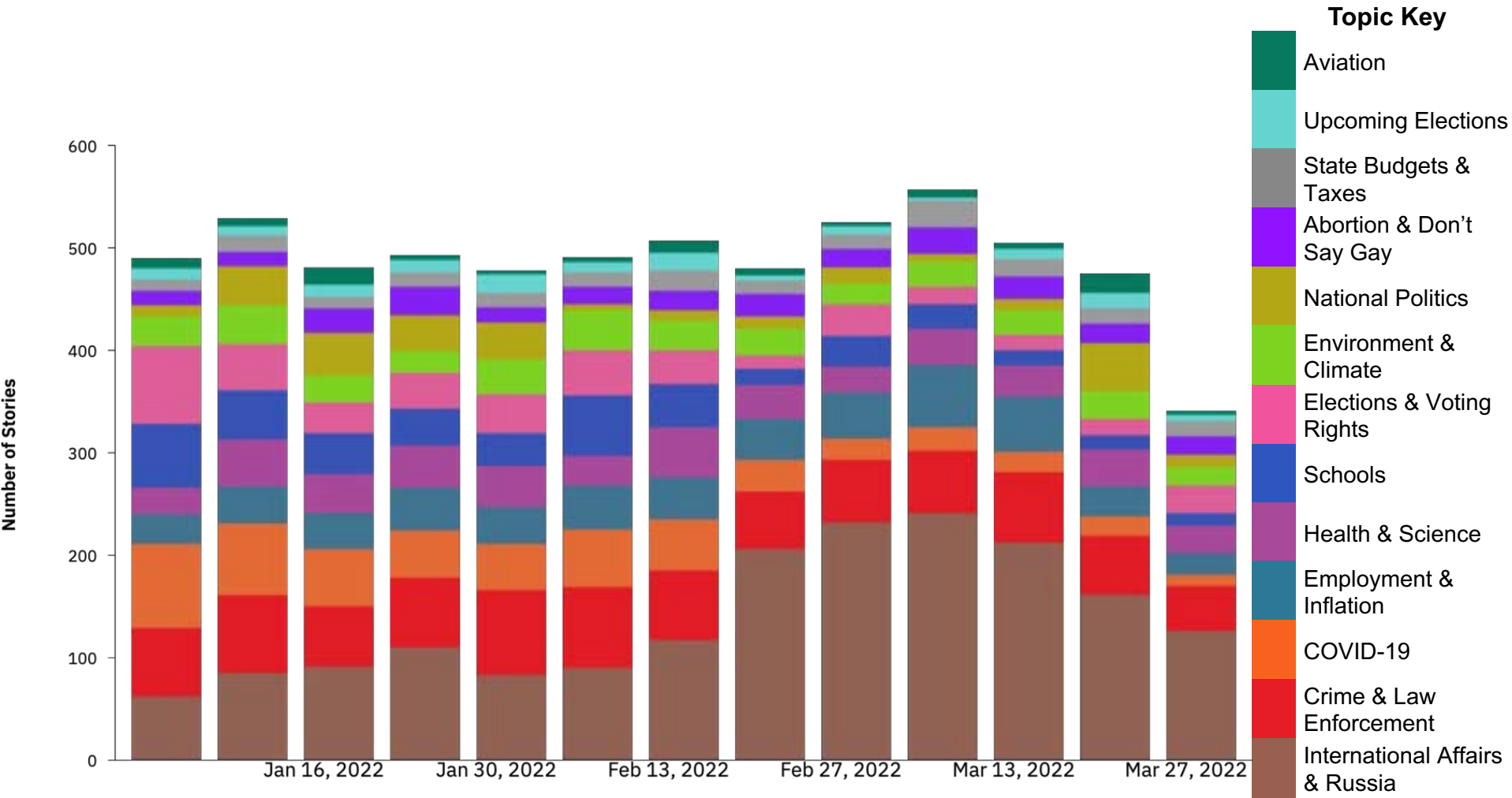




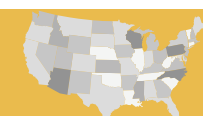
National Top Outlet Coverage by Topic

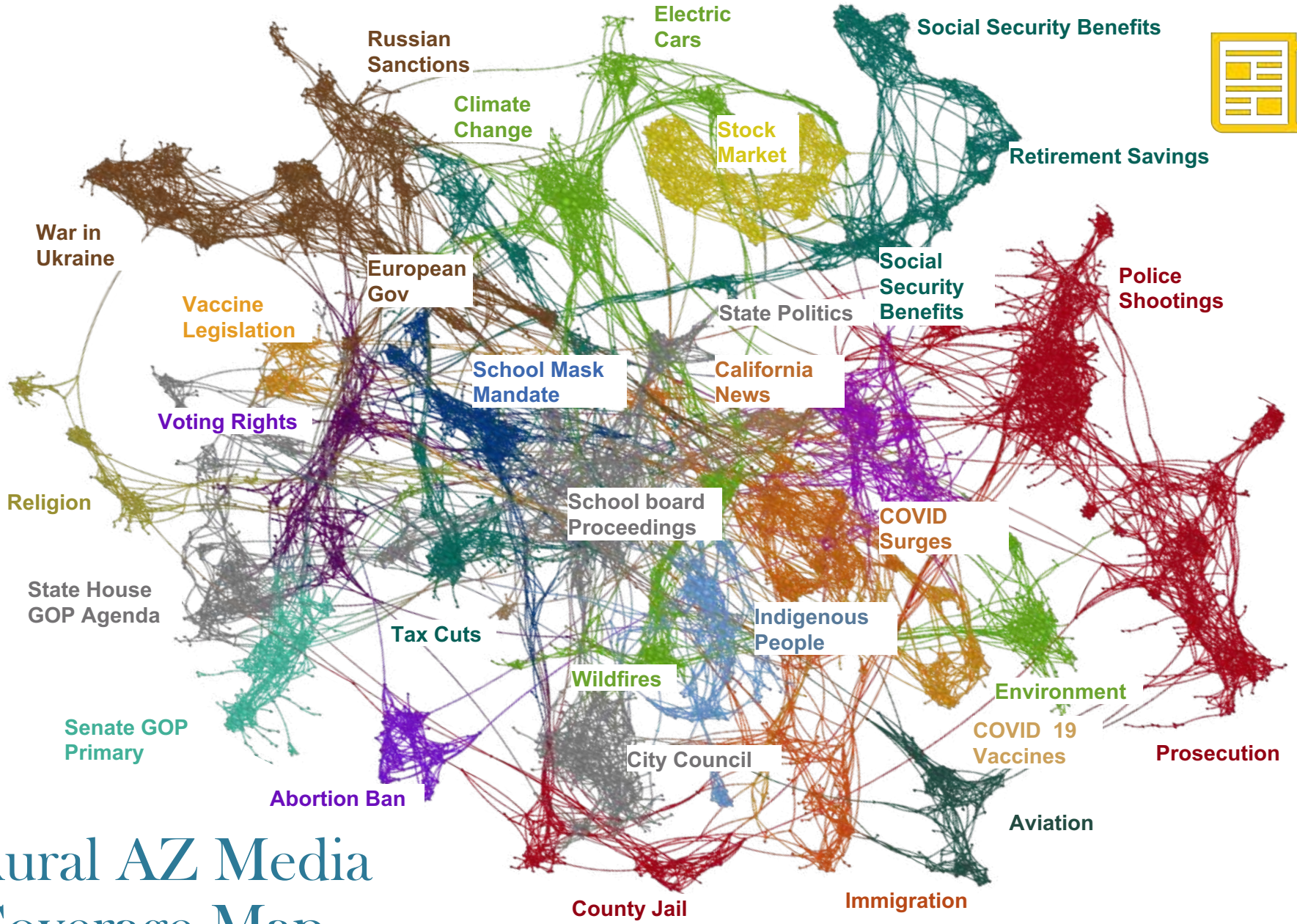


National Top Outlet Coverage by Topic Over Time



Crime & Law Enforcement	Schools	International Affairs	Elections & Voting Rights	COVID-19	Environment & Climate	Health & Science	Jobs & Inflation	Business Moves & Mergers	Upcoming Elections	Aviation	Abortion & Don't Say Gay	National Politics	State Budgets & Taxes
13.0	6.8	29.0	6.6	8.3	5.6	7.2	8.1	0	2.1	1.7	4.0	4.5	3.1
7.6 Police Shootings, other shootings and homicides	3.6 virtual enrollment, academic setback outcomes following covid, Chicago unions negotiate covid measure	7.0 RU updates, news, ongoing sanctions, corporate sanctions, U.S. DoD pressures	4.9 Jan 6- Anniversary, ongoing investigations, future of Trump impact in GOP	4.0 restrictions around the world	3.8 animals	4.2 Healthcare- hospital news around the country, mental health, ongoing research	4.1 Federal Interest Rate		2.1 Upcoming Elections- GOP focus	1.7 Aviation- flight diversions, frontier spirit merger, impact of 5g rollout, crashes	1.3 Abortion- TX, FL, SD proposal, WA rebuttal to TX	2.6 SCOTUS initial speculation on Biden's potential selection, discussion on qualifications	3.1 State Budgets- impact on income tax, continuing covid relief, employment
5.8 Sentencing & Charging- ongoing punishments and decisions around various crimes including gun stockpiles, assault, police shootings, hate crimes, fraud	3.2 masking	5.3 RU initial Ukraine invasion	1.7 Voting Laws- Redistricting (OH, NC, KS, NY, MD), mail in voting and ballot drops (WI, UT)	2.7 4th Vaccine Shots	1.8 Electric Cars- new models, improvements, issues	3.0 New Products & Tech	4.0 Gas prices				2.6 Don't Say Gay	1.8 Filibuster	
		4.1 RU Russia- Ukraine immigration		1.5 Canada Trucker Protest									
		2.7 International Defense- North Korea launches 2 missiles, iran nuclear deal											
		2.7 RU Russia sanctions											
		2.5 China- pressures to back Russia, eyes shift to Taiwan amid Russia v Ukraine											
		2.5 Other International- Myanmar Violence, Horn of Africa Drought, tensions with Islamic state and death of Abu Ibrahim al-Hashimi al-Qurayshi											
		1.7 RU Russia- censorship											





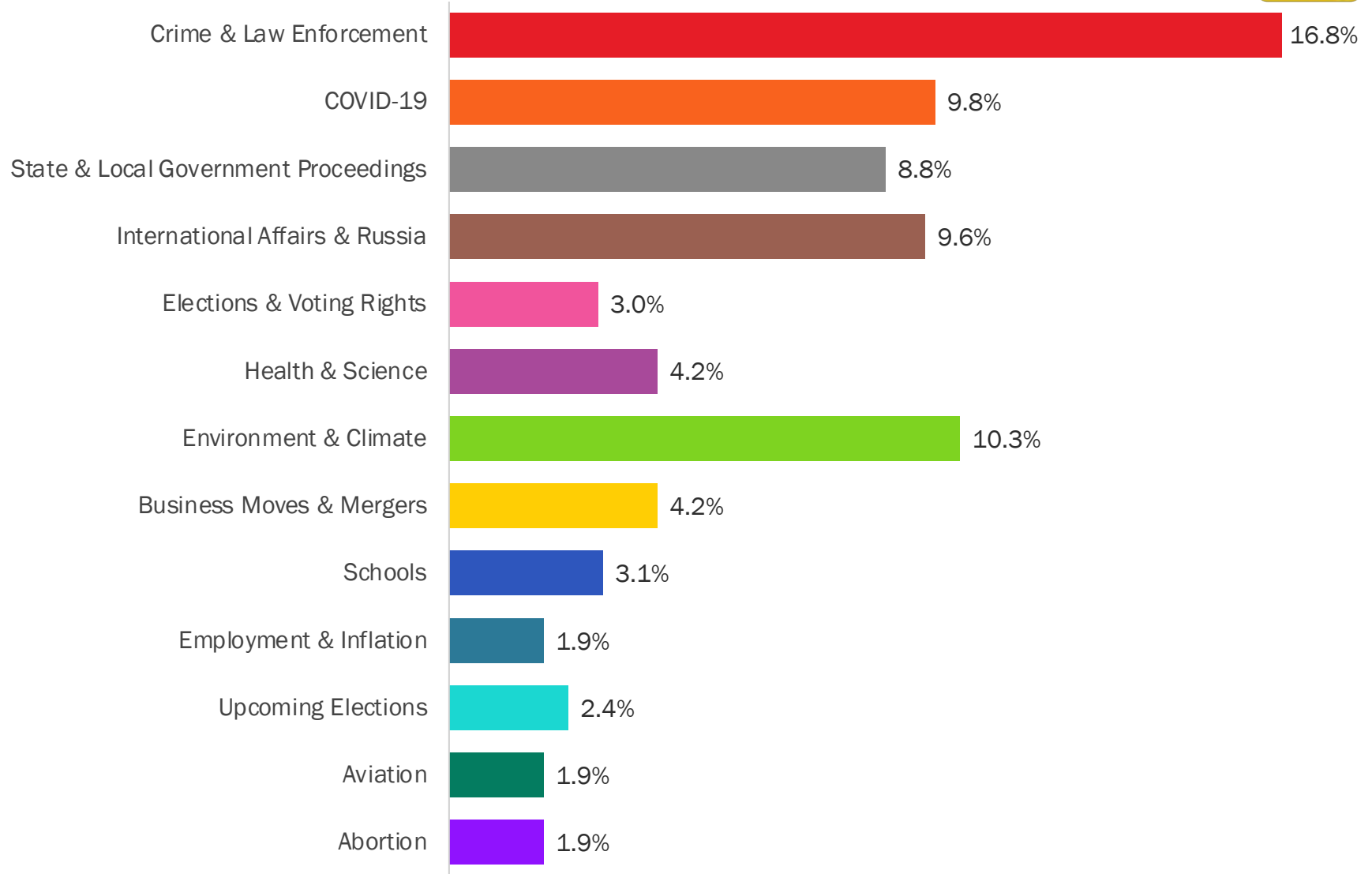
Rural AZ Media Coverage Map

ARIZONA Rural outlet coverage
Jan 1 to Mar 24, 2022





Arizona Rural Media Coverage by Topic

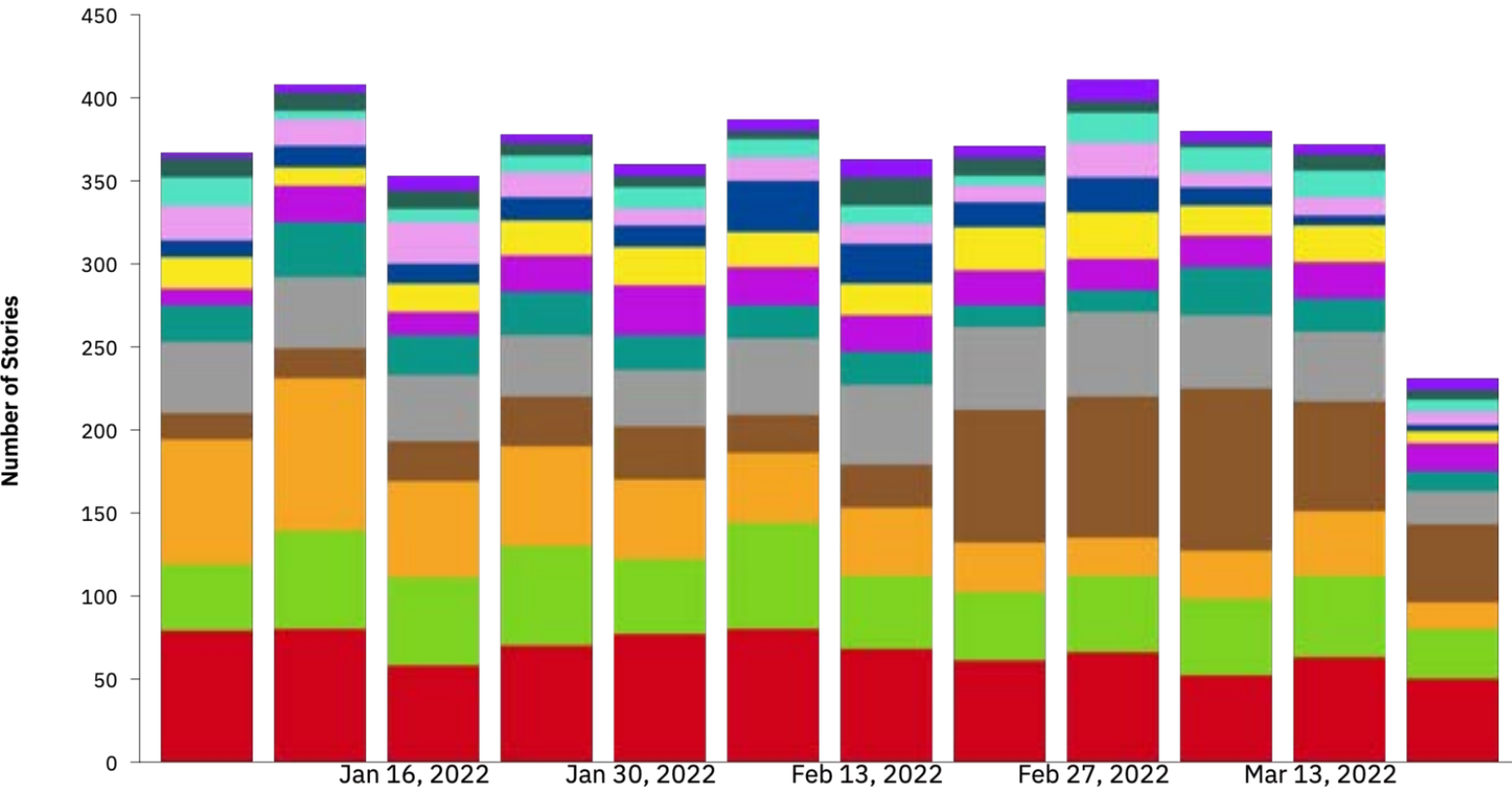


Arizona Rural Media Coverage by Topic Over Time



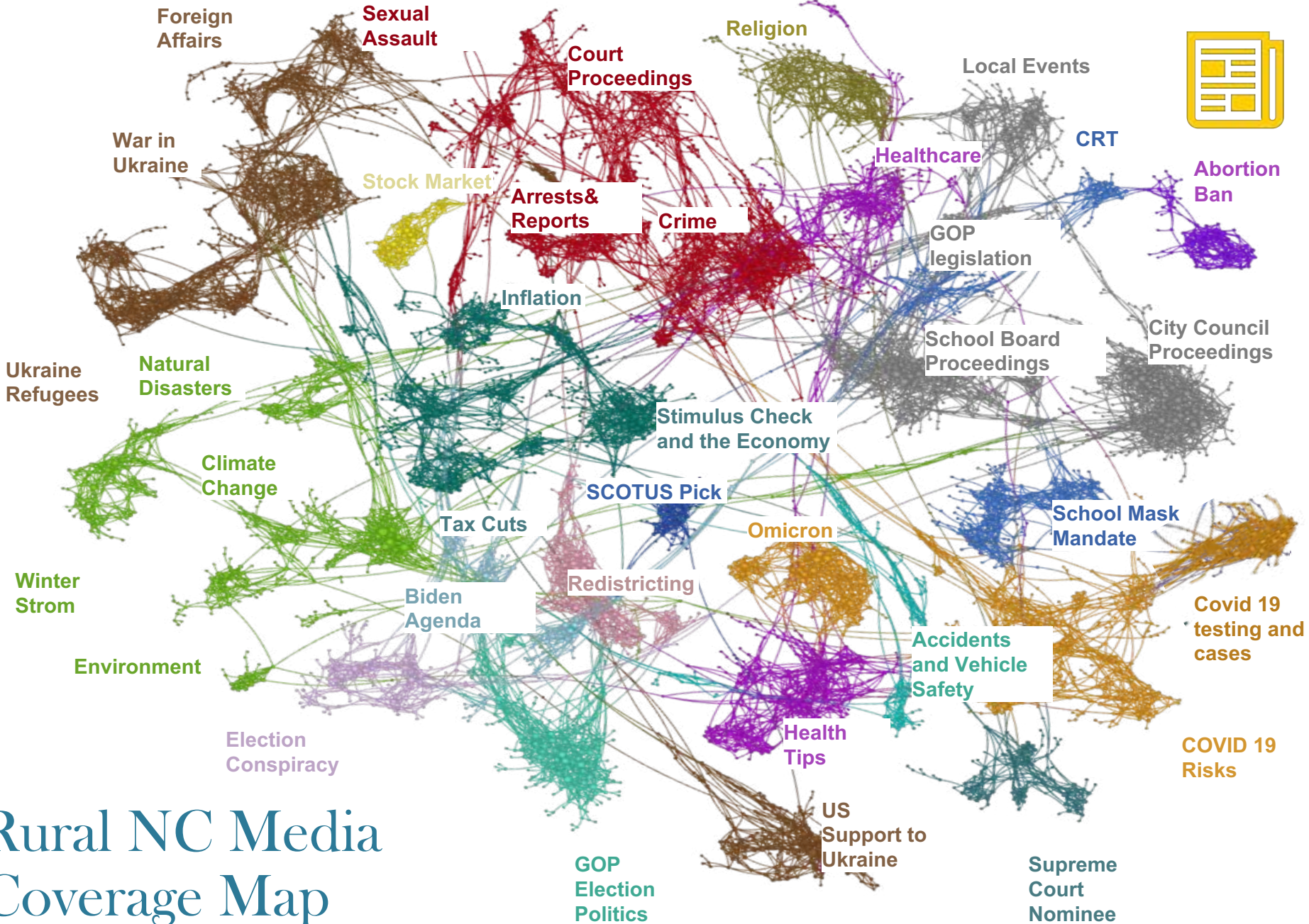
Topic Key

- Abortion
- Aviation
- Upcoming Elections
- Elections & Voting Rights
- Schools
- Business Moves & Mergers
- Health & Science
- Employment & Inflation
- State & Local Government Proceedings
- International Affairs & Russia
- COVID-19
- Environment & Climate
- Crime & Law Enforcement



Health & Science	Business Moves & Mergers	Crime & Law Enforcement	Environment & Climate	COVID-19	International Affairs	Elections & Voting Rights	State & Local Government Proceedings	Schools	Upcoming Elections	Abortion	Jobs & Inflation	Aviation
4.2	4.2	16.8	10.3	9.8	9.6	3.0	8.8	3.1	2.4	1.5	1.9	1.9
2.3 Expanding healthcare, and inaccessibility of medical care.	4.2 Moves in the stock market based on business decisions	6.6 Shooting at police and police shooting at suspected criminals	3.5 Climate Change: changing fuel sources and reducing emissions	5.3 COVID Surges: slowing the spread, where to get tests, and restrictions	5.8 War in Ukraine developments and effects	3.0 Democracy and Voting Rights including access to voting and voter suppression	5.2 School Board Proceedings.	3.1 School Mask Mandate debates	2.4 GOP Senate Primary Race	1.5 Abortion ban and restrictions	1.9 Inflation's effects on prices and wages	1.9 Plane Crashes
1.9 Health tips: mental health, diet, and exercise advise		5.9 Prosecution and Sentencing	2.6 Wildfires in CA, CO, Accidental fires that lead to environmental destruction	2.8 Covid 19 Vaccine: effectiveness, availability, and number of people that have received it	2.3 Russian Sanctions imposed by US and other countries		3.6 City Council Proceedings					
		1.8. People being sent to the county jail	2.2 Environment: endangered animals and ecological damage	1.7 Vaccine Legislation legality and updates	1.5 European Government politics and policy decisions							
		2.5 Sexual Assault-cases and trials	2.0 Electric car creation and developments									





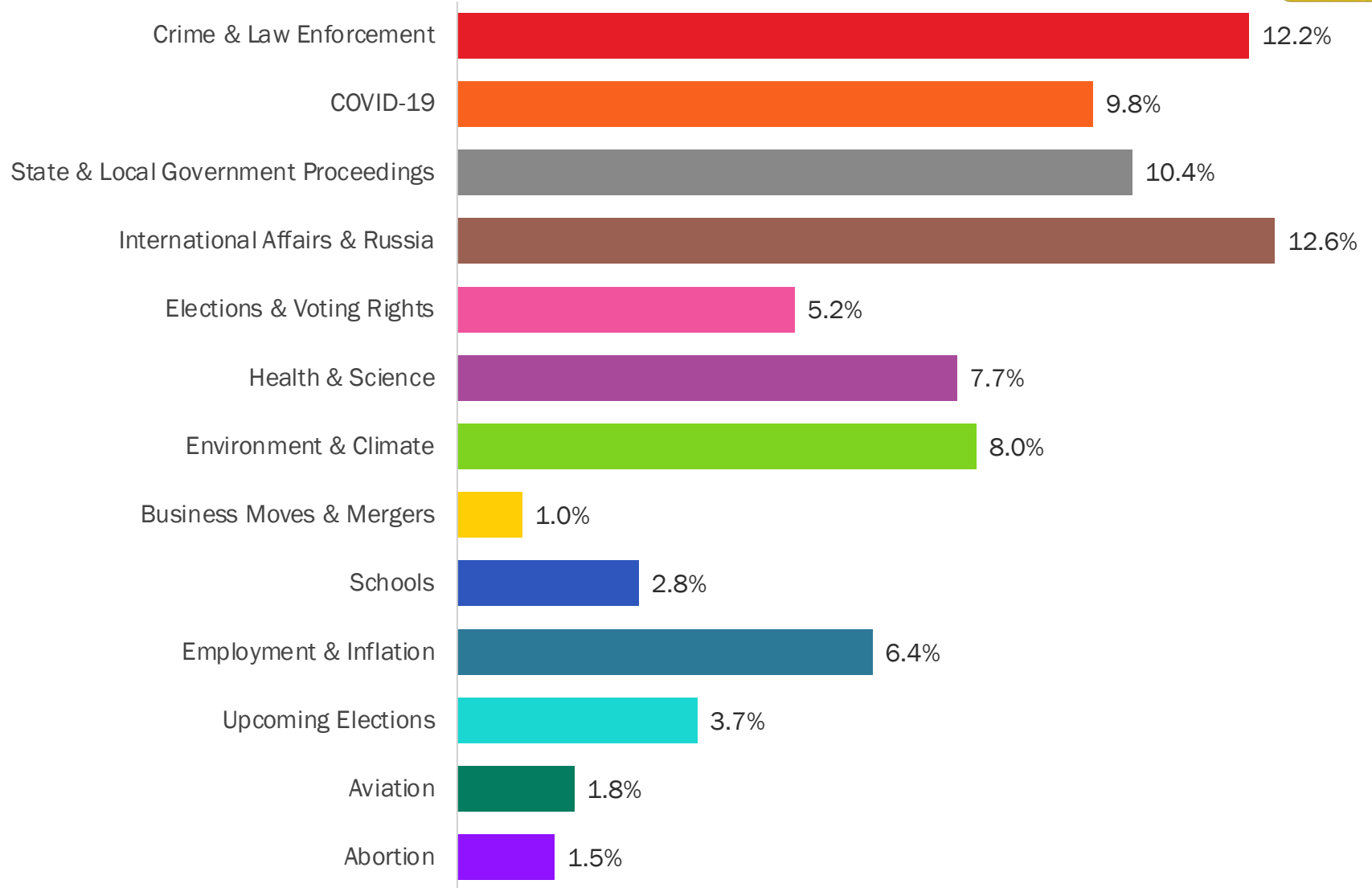
Rural NC Media Coverage Map

NORTH CAROLINA Rural outlet coverage
Jan 1 to Mar 24, 2022

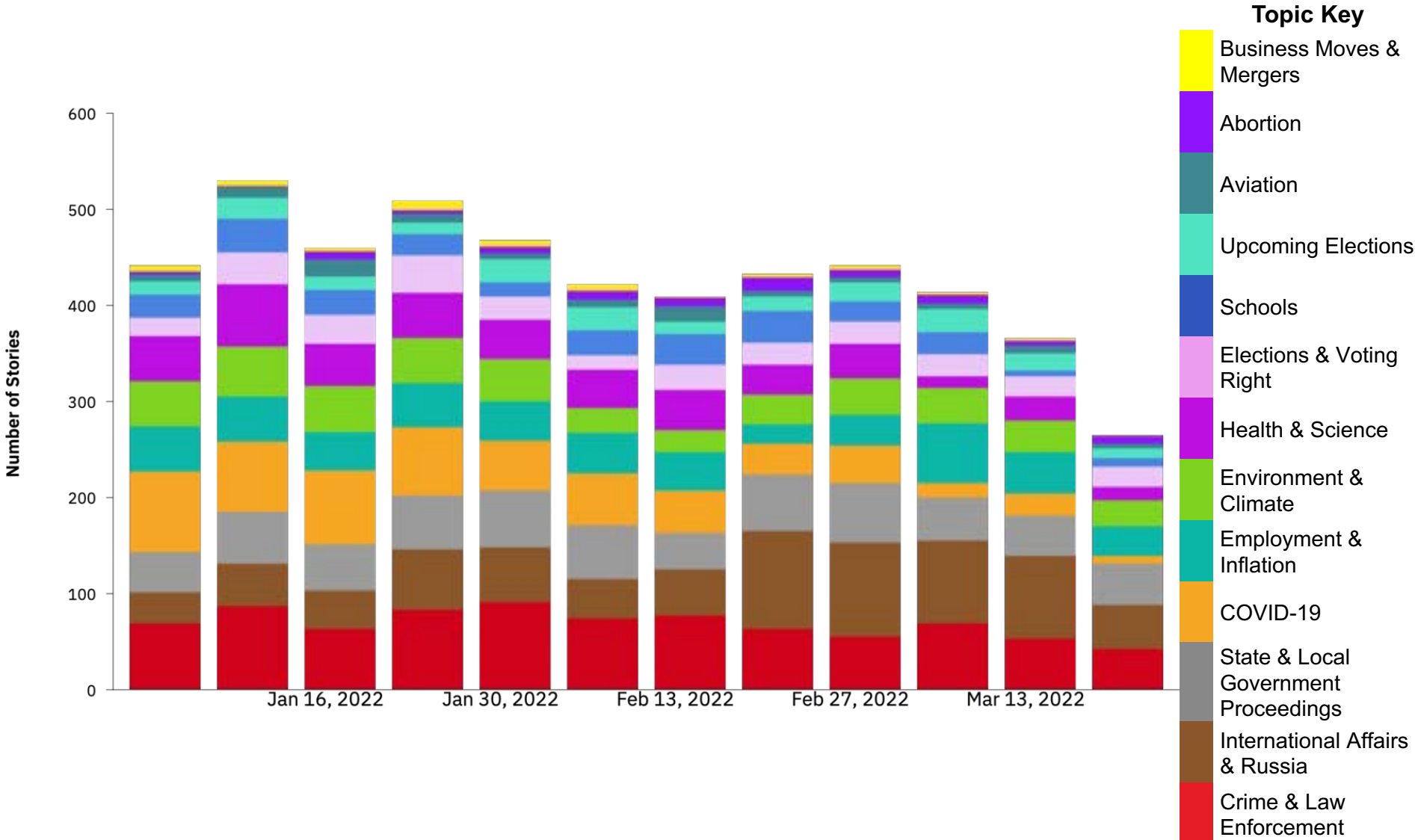




North Carolina Rural Media Coverage by Topic

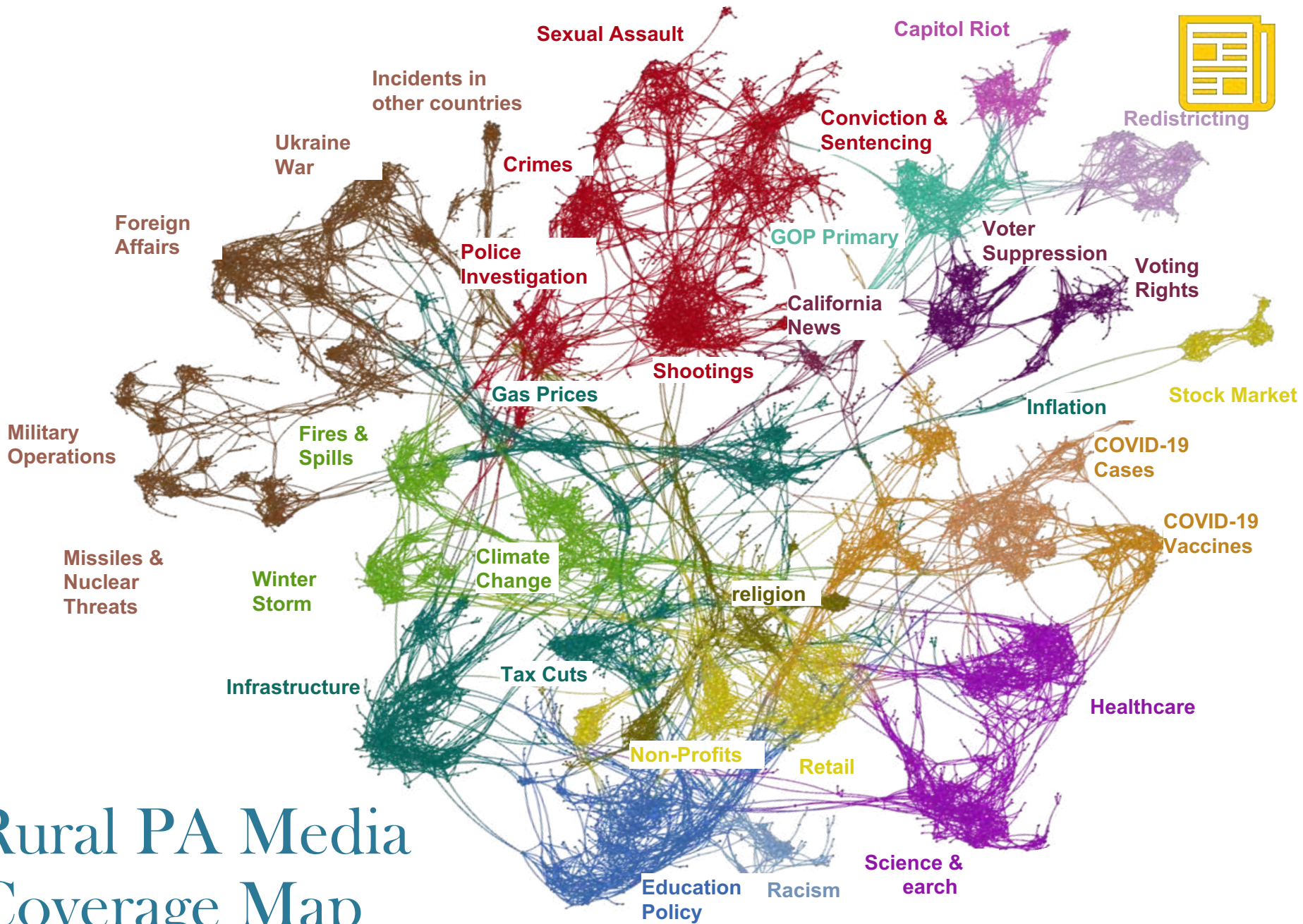


North Carolina Rural Media Coverage by Topic Over Time



Health & Science	Business Moves & Mergers	Crime & Law Enforcement	Environment & Climate	COVID-19	International Affairs	Elections & Voting Rights	State & Local Government Proceedings	Schools	Upcoming Elections	Abortion	Jobs & Inflation	Aviation
7.7	1.0	12.2	8.0	9.8	12.6	5.2	10.4	2.8	3.7	1.5	6.4	1.8
4.0 Healthcare expansion and access	1.0 Stock Market	5.1 Local crimes reports and arrests	2.8 Climate Change: changing fuel sources and reducing emissions	6.0 Omicron increases, and threat of restrictions	3.7 War in Ukraine	2.8 Redistricting updates and effect on the electorate	5.4 School Board Proceedings	2.8 Mask Mandate in schools	3.7 GOP Politics and upcoming election	1.5 Abortion Ban	2.2 Gas Price volatility	1.8 Plane Crash
3.7 Health Tips: mental, diet, exercise, and diet advice		4.7 Court Proceedings	2.1 Environment: endangered animals and ecological damage	2.5 Covid 19's potential negative effects to	3.5 US involvement in foreign affairs	2.4 Election Conspiracy (rigged election)	5.0 City Council Proceedings				2.1 Inflation on prices and effects on wages	
		2.4 Sexual Assault	1.9 Winter Storms	1.3 COVID 19 Cases and access to testing	2.9 Ukraine Refugees						2.1 Stimulus checks and the economy	
			1.2 Natural Disasters		2.5 US Support to Ukraine							





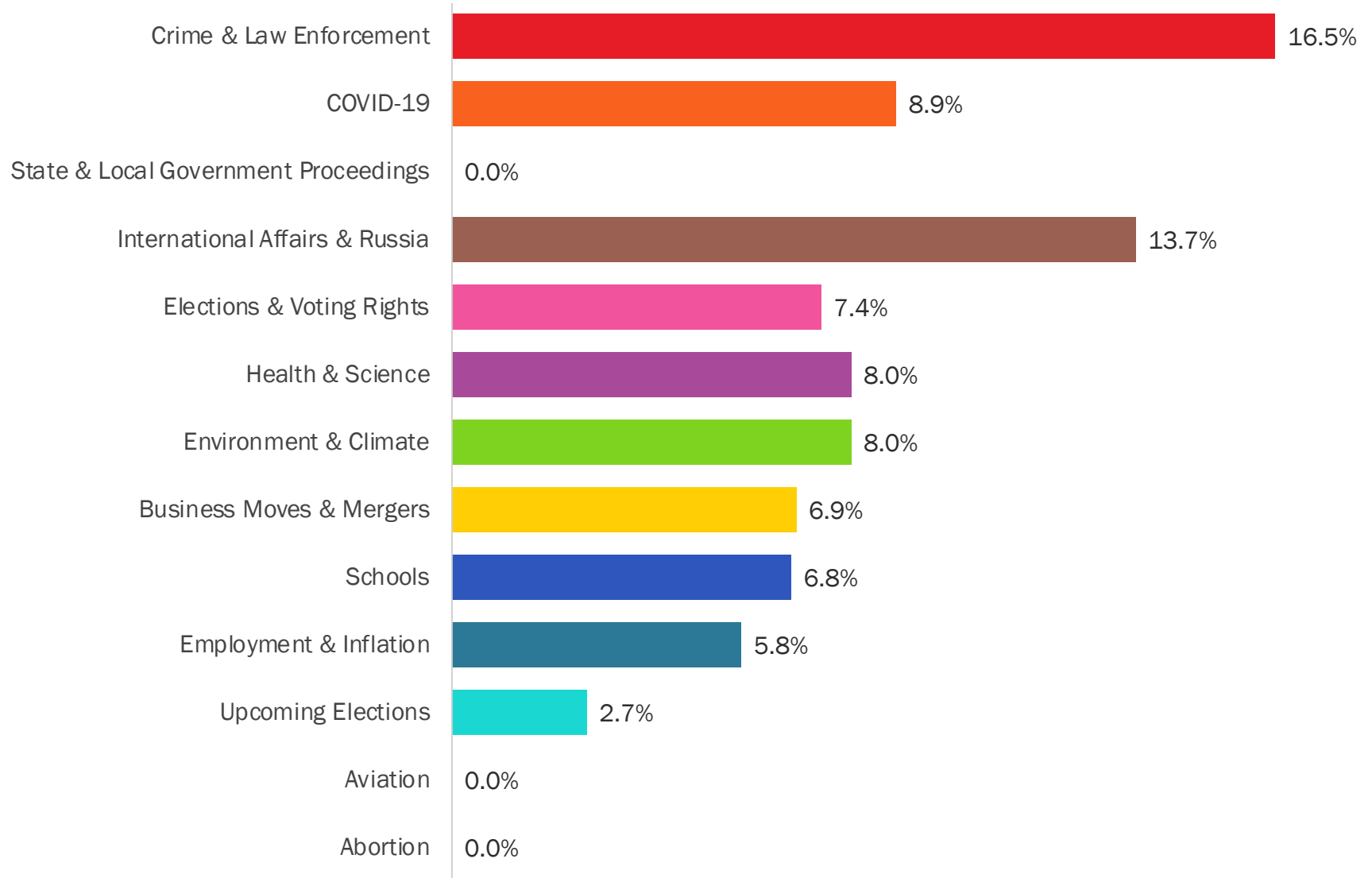
Rural PA Media Coverage Map

PENNSYLVANIA Rural outlet coverage
 Jan 1 to Mar 24, 2022



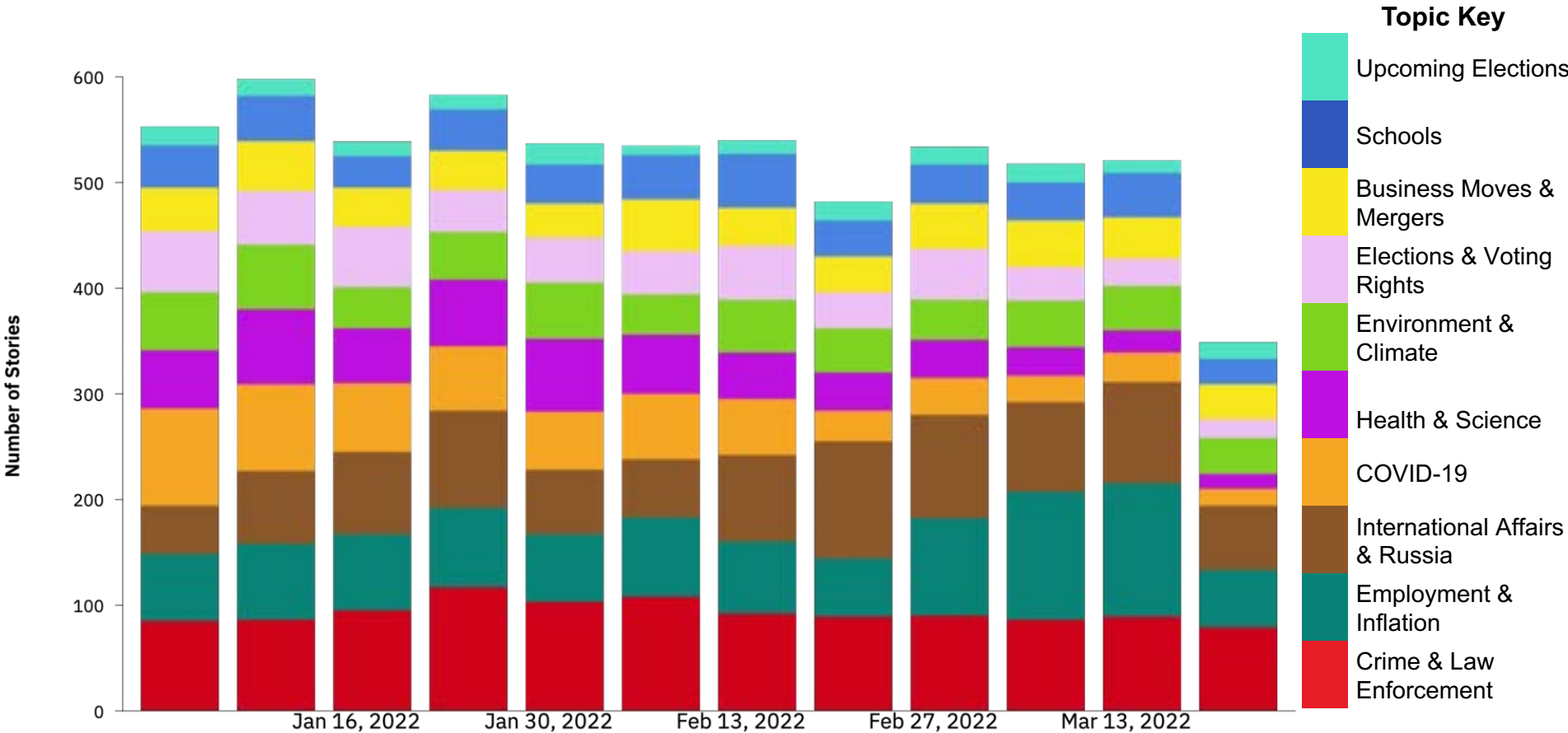


Pennsylvania Rural Media Coverage by Topic



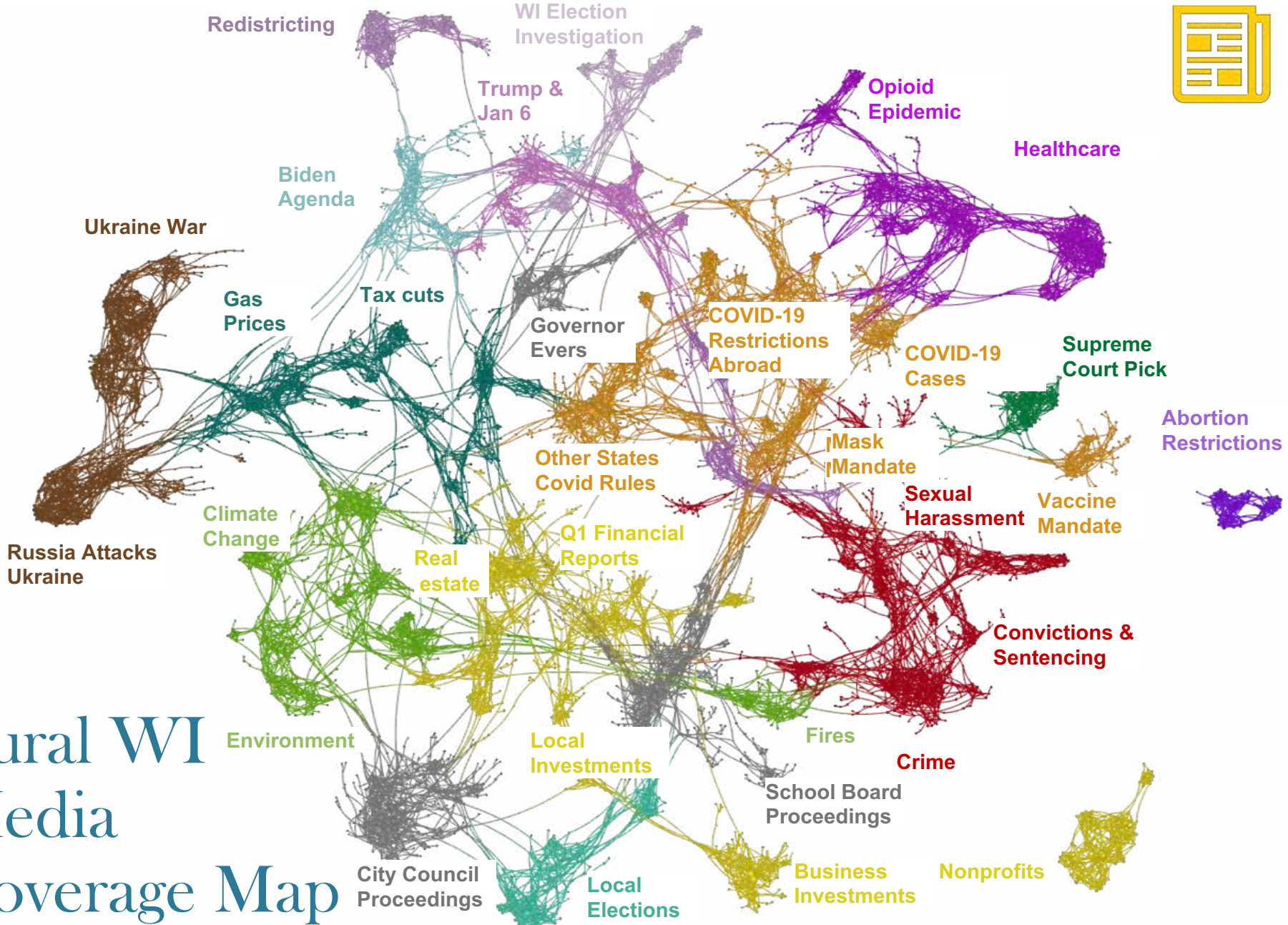


Pennsylvania Rural Media Coverage by Topic Over Time



Health & Science	Business Moves & Mergers	Crime & Law Enforcement	Environment & Climate	COVID-19	International Affairs	Elections & Voting Rights	State & Local Government Proceedings	Schools	Upcoming Elections	Abortion	Jobs & Inflation	Aviation
8.0	6.9	16.5	8.0	8.9	13.7	7.4	0	6.8	2.7	0	5.8	0
4.3 Science research and new technologies	4.0 Retail stores and shopping in the local community	5.1 Conviction and Sentencing	4.4 Climate Change: alternative fuels and reducing emissions	4.2 Covid 19 Cases	4.6 Foreign Affairs, nuclear threats, and military operations	2.3 Redistricting		6.8 Public School Education Policy	2.7 GOP Primaries		3.1 Inflation on prices and effects on wages	
3.7 Healthcare access and expansion	1.9 Nonprofits investments in local communities	4.3 Police Shootings	1.9 Winter Storms	1.8 Mask Mandates	3.4 Ukraine War	1.8 Voter Suppression: legislation that makes it more difficult to vote					2.7 Gas prices variability	
	1.0 The stock market highs and lows and financial advice.	2.8 Sexual Assault	1.7 Fires and Spills	1.5 Covid 19 Vaccine	2.2 Ukraine Refugees	1.7 Capitol Riot						
		2.3 Police Investigation: reports and press releases		1.4 Biden Vaccine Mandate	1.9 Incidents in other countries	1.6 Voting Rights: congress to protect voting rights						
		2.0 Crime reports and			1.6 Human Rights Violations							





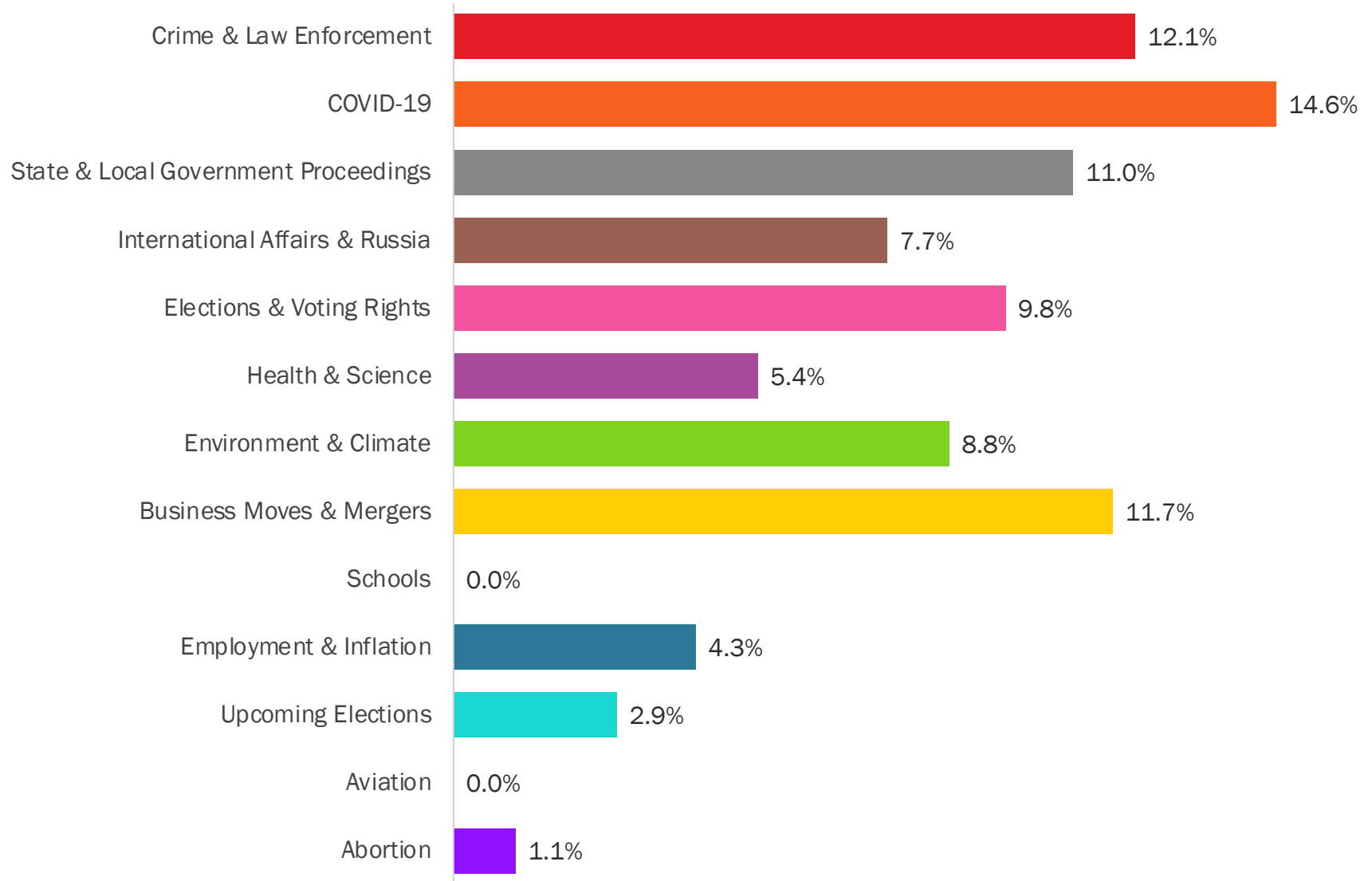
Rural WI Media Coverage Map

WISCONSIN Rural outlet coverage
Jan 1 to Mar 24, 2022

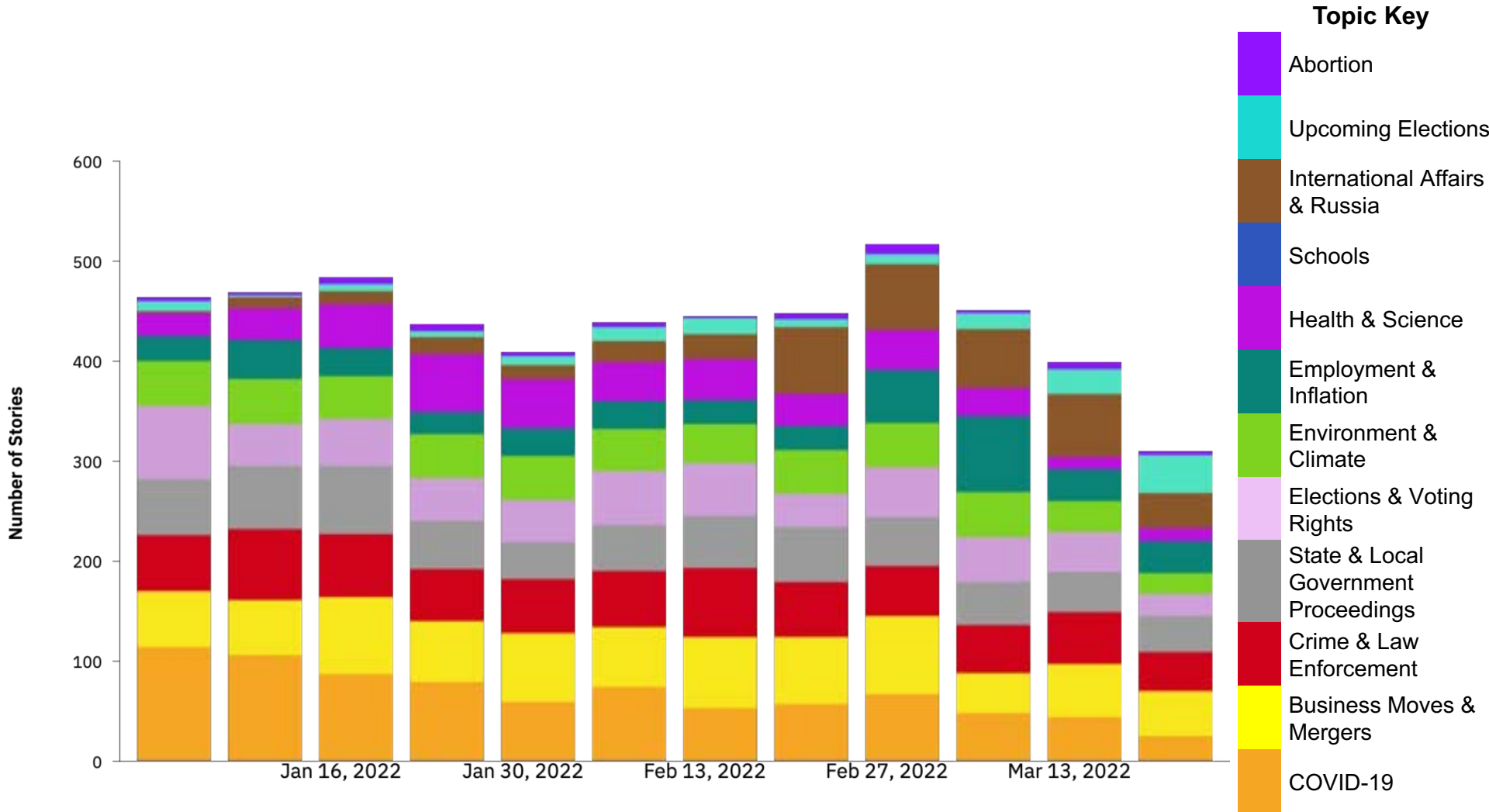




Wisconsin Rural Media Coverage by Topic



Wisconsin Rural Media Coverage by Topic Over Time



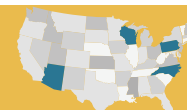
Health & Science	Business Moves & Mergers	Crime & Law Enforcement	Environment & Climate	COVID-19	International Affairs	Elections & Voting Rights	State & Local Government Proceedings	Schools	Upcoming Elections	Abortion	Jobs & Inflation	Aviation
5.4	11.7	12.1	8.8	14.6	7.7	9.8	11.0	0	2.9	1.1	4.3	
4.3 Healthcare access and expansion	3.3 Investments into local business and communities	6.6 Crime reports and arrests	4.3 Climate Change: Change in fuels and reducing emissions	4.4 Other States' Covid Rules	3.7 War in Ukraine	3.5 Trump's involvement in Jan 6	4.6 City Council Proceedings		2.9 Local Elections – GOP focused	1.1 Abortion Restrictions	4.3 Gas Prices	
1.1 Opioid Epidemic	3.0 Business and Tech	3.1 Convictions and Sentencing	3.3 Environment: habitat and environmental destruction	4.3 Covid-19 Cases and access to testing	3.3 Russia Attacks Ukraine	2.3 WI Election Investigations	4.6 School Board Proceedings					
	2.2 Non-Profits investments into local communities	2.4 Sexual Harassment	1.2 Wildfires and accidents	2.9 Mask Mandate		2.3 Capitol Riots	1.5 Actions Taken by Governor Evers					
	1.7 Business Investments into local communities			1.7 Covid 19 Restrictions		1.7 Redistricting updates and effects on electorate						
	1.5 Real Estate			1.3 Vaccine Mandates								



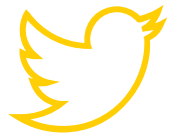
Trending Hashtags & Terms



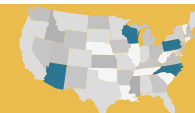
Crime & Law Enforcement



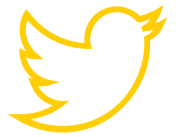
Trending Hashtags & Terms



Inflation



Trending Hashtags & Terms



Energy & Climate

