

RUN University Bibliography

Public Media

- [*Americans more likely to support than oppose continuing federal funding for NPR and PBS*](#)
Michael Lipka, Katerina Eva Matsa | 2025 | Pew Research Center
 - Describes recent patterns in public sentiment, funding support, and trust for public media. Could be deployed for marketing, fundraising, or news.
- [*An island of trust: public broadcasting in the United States*](#)
Christopher Ali, Hilde Van den Bulck, Jonathan Kropko | 2025 | Journal of Communication
 - Converging evidence from a survey of PBS audiences that localism is a major reason the public trusts public media, and argues that public media should commit more attention and resources to local journalism.
- [*Funding Democracy: Public Media and Democratic Health in 33 Countries*](#)
Timothy Neff, Victor Pickard | 2021 | The International Journal of Press/Politics
 - Connects various cross-country datasets on economic, political, and media indicators to argue that strong democracies tend to also have strong independent and securely funded public media systems.
- [*Local Journalism is in the Wrong Business*](#)
Max Kabat | 2024 | LinkedIn
 - Argues that the funding model for public media may need to creatively lean into unique live experiences that build communities, uses the example of *The Sentinel* - "a coffee shop, restaurant, bar and event venue supporting local, independent journalism in Marfa, Texas"
- [*The Public's Media: The Case for a Democratically Funded and Locally Rooted News Media in an Era of Newsroom Closures*](#)
Michael Swerdlow | 2024
 - Discusses how public media funding is inadequate for supporting local news journalism and needs an overhaul.
- [*Trust cuts both ways: Why public media must go local and digital or fade away*](#)
Tom Davidson | 2025 | Editor & Publisher
 - Synthesizes various sources to argue that localism and digital platforms are important for audiences (and thus financial support), yet many public media organizations do not currently produce local news nor have optimal presence in digital media.

News

- [*A Public Health Approach to Negative News Media: The 3-to-1 Solution*](#)
Tyler J. VanderWeele, Arthur C. Brooks | 2020 | American Journal of Health Promotion
 - Makes the argument that negative news content adversely affects people, and that a ratio of 1 uplifting positive story for every 3 negative stories could be a protective measure for public health.
- [*Americans' Changing Relationship With Local News*](#)
Elisa Shearer, Katerina Eva Matsa, Michael Lipka, Kirsten Eddy, Naomi Forman-Katz | 2024 | Pew Research Center
 - Survey that agrees with many of the findings from RUN: people are using digital platforms more for news and, although there is increasing news aversion, people still value local coverage and have trust in local stations.
- [*Improving Trust in Local News with Younger News Consumers*](#)
Magid | 2025 | RTDNA
 - Quantitative survey of local news consumers that found that younger respondents were less likely than others to say they trust their local news sources. This study identifies a variety of ways local news outlets can improve trustworthiness among younger audiences, which include heightened transparency, authenticity, and accountability as well as displaying a commitment to the local community.
- [*News Crisis: Can Local Public Radio Help Fill the News Gap Created by the Decline of Local Newspapers?*](#)
Thomas E. Patterson | 2023 | Harvard Kennedy School Shorenstein Center
 - Quantitative survey of NPR member stations that found local public radio stations serve communities where local news quantity and quality is inadequate. Public radio stations also considered leading outlets for local content, which could be strengthened with more funding.
- [*Republicans have become more likely since 2024 to trust information from news outlets, social media*](#)
Elisa Shearer, Kirsten Eddy | 2025 | Pew Research Center
 - Survey that shows the wide political divide in trust in news has recently shrunk, though has not disappeared.
- [*The Beauty That Moral Courage Creates*](#)
Arthur C. Brooks | 2025 | The Atlantic
 - Provides a philosophical case for what lifts people up and why people are looking to be uplifted and be reminded "that there is good in the world", aligned with a top unmet need from the RUN survey.
- [*The Future of Trustworthy Information: Learning from Online Content Creators*](#)
Julia Angwin | 2024 | Harvard Kennedy School Shorenstein Center on Media, Politics, and Public Policy

- A discussion paper describing practices in ability, benevolence, and integrity employed by online, news-focused content-creators, and the ways in which traditional journalists can learn from them to build trust in their audiences.
- [*The Secret Weapon For Any Newsroom That Wants To Be No. 1*](#)
SmithGeiger | 2020 | Solutions Journalism Network
 - Research showing that positive, solutions-oriented content (as opposed to negative, problem-focused content) is considered important, personally-impactful, and appealing by audiences.
- [*The State of Local News Project*](#)
Medill, Northwestern University
 - Large-scale dataset documenting the year-over-year decline in local news outlets across United States' counties.
- [*Trust in Online News*](#)
Alex Curry, Natalie Jomini Stroud | 2017 | Center for Media Engagement
 - A survey-based experiment conducted with U.S. adults to test the effects of Trust Indicators, a series of news transparency standards developed by the Trust Project. The study found that respondents evaluated news organizations and reporters more favorably when Trust Indicators were present, and that participants were more likely to repeatedly engage with the news organizations that used Trust Indicators.
- [*What Do News Readers Really Want to Read About? How Relevance Works for News Audiences*](#)
Kim Christian Schrøder | 2019 | Reuter's Digital News Report
 - Qualitative research that provides a framework for how audiences consume news: personal relevance is the primary driver. What makes news personally relevant is made up of many factors including *local* proximity.

Music

- [*Listening, Watching, and Reading: The Structure and Correlates of Entertainment Preferences*](#)

Peter J. Rentfrow, Lewis R. Goldberg, Ran Zilca | 2011 | Journal of Personality

- Quantitative analysis of entertainment preferences that identifies some of the same music genre and news topic clusters identified in RUN, but further connects them to personality and demographic variables.

- [*Live Music is a Dying Industry*](#)

Miguel Rojas | 2024 | SnoQap

- Discusses how many live grassroots music venues have been closing down for various economic reasons, context that underlines the importance of the strong unmet need for live local music events identified in RUN.
- Related coverage can be found at: [*US Independent Music Venues Are In Crisis. And The UK Has A Solution*](#) (2024 | Celebrity Access)

- [*Music classification, genres, and taste patterns: A ground-up network analysis on the clustering of artist preferences*](#)

Jef Vlegels & John Lievens | 2017 | Poetics

- Provides supporting evidence that people's music preferences are organized into clusters: classical music and pop are often preferred together.

- [*Music Genres Reconsidered: Challenging Established Genres with a Data-driven Approach*](#)

Christian Hotz-Behofsits, Daniel Winkler, Nils Wlomert | 2022 | Proceedings of the 55th Hawaii International Conference on System Sciences

- Analyzes and clusters 4.8 million song likes from a music streaming service to provide converging evidence from actual consumer behavior that genre preferences fall into clusters, some of which overlap with the genre clusters identified in RUN.