Appendix A: Community Selection

The three states in this study were selected for their complicated history of addressing social justice and public needs. The murders in the Twin Cities of Minnesota (St. Paul and Minneapolis) of George Floyd, Philando Castile, and Daunte Wright are one part of a longer legacy in Minnesota of lynchings, Jim Crowism, and settler-colonial violence (Smiles 2021). In Rust Belt communities in Indiana and Michigan, structural racism underpins daily life. Black Americans fleeing racial violence in the South moved North during the Great Migration throughout the 1900s, creating a labor force for key industries such as auto and steel manufacturing (High 2013; Sugrue 2014). A desire for employee proximity combined with racist housing practices resulted in deliberate and dense minority settlements close to factories and steel mills, setting the stage for environmentally-related negative health conditions in many neighborhoods (for Flint especially, see Sadler and Lafreniere 2017). White flight and deindustrialization resulted in wide-scale layoffs at large employers. In turn, outward migration precipitated dwindling tax revenue, municipal disinvestment, infrastructural failures, and the decline of civic services and education, with reverberating community impacts (High 2013; Rapoport 2014). What follows is a brief narrative on the six communities selected for this study, as well as their American Community Survey demographic data from the time of community selection.

Bemidji, Minnesota

Bemidji, located 250 miles northwest of Minneapolis, is an outlying regional hub (communities operating independently of a major metropolitan market) for education, transportation, and health services. Bemidji is the second largest metropolitan area in northern

Minnesota, behind another community in this study, Duluth. Located in Beltrami County,

Bemidji is home to a large Indigenous population and serves as a center of health services and

other interaction points between semi-autonomous Indigenous populations and government

structures for three large Anishinaabeg communities within a 60-mile radius: Red Lake Nation

(*Miskwaagamiiwi-Zaagaiganing)*, Leech Lake Band of Ojibwe (*Gaa-zagaskwaajimekaag*), and

White Earth Nation **(***Gaa-waabaabiganikaag*). The News Desert Report identifies two

newspapers serving Beltrami County (Abernathy 2020); however, one of those repurposes

content from the daily newspaper for a weekly audience.

Deep-seated anti-Indigenous sentiment accompanies social justice and environmental

activism issues, such as the expansion of Enbridge's Line 3 oil pipeline, which jeopardizes

Anishinaabe land and water justice (LaDuke and Cowen 2020) and contributes to the epidemic

of Missing and Murdered Indigenous Women (MMIW) (Aubrey 2019; Chase and Johnson

2023)[1]. Lastly, Bemidji houses one of 12 Indian Health Services(IHS) area office locations in the

United States.

Duluth, Minnesota

Located 150 miles northeast of Minneapolis, Duluth is, along with Superior, Wisconsin,

part of the Duluth–Superior Metropolitan Statistical Area, which comprises a regional shipping

hub. The region's economy has been heavily influenced by grain, steel, and iron ore

transportation logistics. Shifts in the global steel industry resulted in ripple effects to other local

industries. However, the region is often referenced as an economic revitalization success story

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[1] Large-scale extraction projects, such shale and oil extraction, and associated infrastructure projects require a large number of transient workers. These workers, who are high-paid, predominately Non-Indigenous male workers, are provided temporary housing in Man Camps that are set up in close proximity to these extraction projects (Chase and Johnson 2023). In the U.S., Indigenous women are at greater risk of experiencing violence compared to their White peers. Furthermore, the majority of this violence is inflicted by non-Indigenous perpetrators. The increase in Man Camps but often coincides with increased rates of human trafficking, sex trafficking and missing and murdered Indigenous women in Indigenous communities close to these projects (Aubrey 2019; Chase and Johnson 2023).

through the emergence of a growing tourism industry and civic services (Lema, Liesch, and Graziano 2019). Duluth provides a range of tourism opportunities, financial and health care services, and transportation and government services, and it is the region's main educational hub. St. Louis County, where Duluth is located, was listed as having 10 newspapers as of 2019 (Abernathy 2020). However, the county is the largest east of the Mississippi River, and only a couple of these newspapers serve Duluth.

Duluth commemorated the 100-year anniversary of the mob-incited racially motivated murders of Elias Clayton, Elmer Jackson, and Isaac McGhie just 22 days after George Floyd's murder. This lynching in 1920 was the only such recorded event against Black Americans in Minnesota and, at the time, one of the most widely documented lynchings in the United States (Fedo 2016).

Flint, Michigan

The city of Flint, located approximately 65 miles northwest of Detroit, was the site of the first General Motors (GM) manufacturing facility. Historically an important segment of the state's automotive industry, GM's professional and executive positions were relocated from Flint primarily to Detroit, and manufacturing facilities moved out of Flint's urban center over the past several decades; both changes created significant challenges to the community in maintaining a vibrant urban system (Wilson and Heil 2020). Flint is the location of a regional state university campus, University of Michigan–Flint. Demographic shifts resulted in Flint being reclassified as a majority-minority community, predominantly African American, which experiences high employment precarity (High 2013). As of 2019, Genesee County, where Flint is located, had 11 newspapers (Abernathy 2020).

Flint continues to suffer one of the worst examples of environmental racism (Butler, Scammell, and Benson 2016), with media coverage and documentaries on the Flint water crisis placing the community on both the national and international stage (LaFrance 2016). Scholars argue that the root of the Flint water crisis lies in the city's inability to adapt to the dramatic population loss that followed wide-scale layoffs in the auto industry and the mass exodus of primarily white residents to adjoining suburbs and the consequential financial ramifications (Highsmith 2015; Morckel 2017). In 2014, in a cost-cutting measure, the city switched its water sourcing from Lake Huron, through the Detroit Water and Sewerage Department, to the Flint River (Kennedy 2016). However, an earlier water crisis in the 1950s and 1960s foreshadowed the toxic and corrosive effects of drawing from that source, with its extensive history of pollution and use as an industrial waste dump site for the auto industry (Timmerman 2023).

Gary, Indiana

Gary is on the outskirts of Chicago's Combined Statistical Area and approximately 30 miles southeast of Chicago's business district. Located in Lake County, Gary is the only community in our sample classified as RUCA 1, or "large in a metro area with at least 1 million residents or more." The community is the location of a regional state university campus: Indiana University Northwestern. Demographic shifts reclassified Gary as a majority-minority community, home to predominantly African Americans, which experiences high employment precarity (High 2013; O'Hara 2011; Wilson and Heil 2020). As of 2019, Lake County had four newspapers (Abernathy 2020).

The community is home to the Gary Works, U.S. Steel's largest manufacturing facility, which has been the main economic driver since the city was founded in 1906. Though there has

been improvement, the community was once labeled the "most racially segregated city in

America" (Brady and Wallace 2001, 331) and has been the subject of media coverage

sensationalizing crime (O'Hara 2011). Housing practices that exploited race and class limited

housing opportunities for historically marginalized populations and placed them in close contact

with industrial pollution from the steel mill (Brady and Wallace 2001). U.S. Steel's transition to

automation to reduce labor costs resulted in wide-scale layoffs that damaged Lake County's

economy (O'Hara 2011). In recent years, the community has been undergoing a renaissance

through collaborative large-scale projects between organizations, such as the Steel City

Foundation and the Decay Devils, and the city of Gary. These initiatives are geared toward

economic development, historic preservation, cultural values, and community building.

Lansing, Michigan

The "Capital Area" is what many residents call the Lansing–East Lansing Metropolitan

Statistical Area: Lansing is Michigan's capital city, and neighboring East Lansing is home to

Michigan State University. Originally a manufacturing center for Ransom E. Olds' Olds Motor

Vehicle Company, Lansing is now the site of two GM assembly plants, making GM the largest

non-government, non-health facility employer in the metro region (Widigan 2020). This

community was selected both for the ability to build on a previous case study that included

Lansing (Thorson et al. 2020) and for the range of industries that operate in the region (i.e.,

education, health services, government services). As of 2019, Ingham County—Lansing's home

county—had six newspapers (Abernathy 2020).

Historically, Lansing had been home to a relatively homogenous and predominantly

white population (Fine 2003). Similar to other cities, Lansing experienced a period of urban

renewal during the 1960s and 1970s, when Interstate 496 was constructed and the area around the Michigan State Capitol building, including the central business district, was developed (Fine 2003; Digital Scholarship Lab n.d.). There is debate regarding the actual number of families of color displaced by these anti-blight initiatives, due to the inability to locate documentation (Digital Scholarship Lab n.d.). However, some estimates show that during Project 1 and Project 2, a combined 502 homes that housed African Americans were bought and razed, thereby contributing to an overall housing crisis (Fine 2003).

South Bend, Indiana

South Bend is the county seat of St. Joseph County and adjacent to the census-designated place (CDP) of Notre Dame. This CDP is home to the University of Notre Dame, St. Mary's College, and Holy Cross College. Notre Dame and South Bend are part of the South Bend–Mishawaka Metropolitan Statistical Area, colloquially known as the "Michiana" region. The community was known for its history of auto manufacturing, with Studebaker being the best-known until its closure in 1963 (South Bend Tribune Staff 2017). Studebaker's 1963 manufacturing plant closure was only one of many that occurred during three stages between 1954 and 1983; together, these closures resulted in the loss of upwards of 20,000 jobs (Craypo 1984; Craypo and Cormier 2000).

Since the third wave of closures, the community has undergone several changes. During the 1980s and 1990s, South Bend became more racially diverse (Craypo and Cormier 2000). Though the community has struggled to revive its heavy manufacturing base, the area has seen an uptick in small assembly and fabrication plants. Notably, vehicle manufacturing still provides jobs in South Bend through AM General, producer of military Humvees and civilian Hummers

(South Bend Tribune Staff 2017). As of 2019, St. Joseph County had two newspapers

(Abernathy 2020).

Appendix A, Table 1. *American Community Survey 2019 (5-Year Estimates) Demographic Data for Six Communities*

	Bemidji, MN	Duluth, MN	Flint, MI	Gary, IN	Lansing, MI	South Bend, IN
Total Population	15,132	85,915	96,559	76,010	117,159	102,037
Media Age	27.9	34.1	35.5	39	32.6	33.3
Median Household Income[2]	32,193	52,463	28,834	31,936	41,674	40,265
Race						
White alone	79.00%	89.70%	39.10%	15.30%	61.10%	61.70%
Black or African American alone	2.70%	2.30%	54.10%	78.50%	23.30%	26.60%
American Indian and Alaska Native alone	11.20%	1.80%	0.30%	0.10%	0.70%	0.40%
Asian alone	0.70%	1.60%	0.50%	0.20%	4.40%	1.50%
Native Hawaiian and Other Pacific Islander alone	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%

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[2] Median Household Income (in 2019 Inflation Adjusted Dollars)

	Bemidji, MN	Duluth, MN	Flint, MI	Gary, IN	Lansing, MI	South Bend, IN
Some Other Race Alone	0.00%	0.50%	0.90%	3.00%	2.50%	5.50%
Two or more races	6.50%	4.10%	5.10%	2.90%	8.10%	4.20%
Educational Attainment[3]						
Less than High School	6.30%	5.80%	14.70%	14.60%	10.60%	15.90%
High School Graduate (Includes Equivalency)	27.10%	23.10%	35.90%	38.70%	26.70%	30.70%
Some College	38.80%	33.20%	37.20%	32.90%	36.60%	27.60%
Bachelor's Degree	16.50%	23.50%	8.10%	8.40%	16.60%	14.80%
Master's Degree	6.40%	8.90%	3.20%	4.20%	6.90%	7.20%
Professional School Degree	1.60%	2.90%	0.60%	0.70%	1.40%	1.70%
Doctorate Degree	3.30%	2.60%	0.30%	0.70%	1.20%	2.00%

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[3] Population 25 years and over

Appendix B: Identifying Community Communicators

The number of actors creating community information has expanded in the digital age. This section will discuss the steps we took to define, identify, clean, and catalog community actors involved in communication infrastructure. First, we identified nonprofit organizations through the GuideStar database. Then we use directed web searches to collect local government offices and politicians, city services (such as police, fire, and public health), higher education, libraries, and neighborhood associations in each community. Next, we drew from additional digital resources and local community experts to identify community areas and neighborhood groups. Finally, we identified news media through the CISION database. The list of organizations we identified for this project is a part of a larger effort to chronicle and study local-level communication on social media.

Nonprofits

We identified nonprofit organizations using GuideStar (at candid.org), a national database of nonprofits, including all active organizations within the Metropolitan Statistical Area (MSA) associated with each community. To identify local nonprofits, we consulted GuideStar's database of more than 2.7 million nonprofit profiles, which includes all 501(c)(3) nonprofits registered with the United States Internal Revenue Service (IRS). Notably, this does not include all small organizations (those with gross receipts under $50,000), which are not required to register with the IRS. Downloading data from GuideStar requires a Pro account, which we accessed through university library subscriptions. To identify the relevant organizations, we searched GuideStar's database for nonprofits in the six relevant MSAs. GuideStar offers the option of excluding defunct or merged organizations or those that have had their tax-exempt

status revoked. As we only discovered this function after data collection had commenced, we did not use these filters for all searches. Upon downloading all records returned for MSA searches, we removed duplicate organizations according to a list of federal tax ID numbers. To ensure no "revoked" organizations were included in our data set, we matched entries (by tax ID) to the IRS' list of revoked organizations and removed these. Revoked organizations are those that have failed to file an annual return for more than three consecutive years.

Local government, city services, libraries, and universities

To generate a list of local government social media accounts, we identified the local government's website through a Google search. On these sites, we often found a list of departments or other structures such as police, fire departments, and libraries that maintained a social media presence. If links to these accounts were not included on the government website, we performed an additional Google search for the city name and governmental department with the added term "Facebook" to locate the account.

Neighborhood and neighborhood groups

A lack of available or accessible information necessitated creative thinking to locate and confirm neighborhood-level information about the communities. For us as outsiders, this tactic was most useful for identifying community vernacular. For example, we found some cities used the term "neighborhood" while others used the term "community areas" to serve the same purpose.

To identify neighborhood-level community groups, we began by collecting a list of community neighborhoods from Wikipedia, if such a list was available. We cross-referenced this

list with any available local government sources; verification was either through written

documentation or a graphic display (such as a map). For instance, the Duluth, Minnesota,

website posted a map of the city demarcating neighborhood boundaries along with the

neighborhood names; we used this information to eliminate three areas listed in Wikipedia that

the city considered part of other neighborhoods.

When neighborhoods were not clearly defined on the city website, we consulted the

planning and zoning sections for supplemental municipal documents, such as City

Comprehensive Plans, City Master Plans, and city lists of neighborhood associations. The City

Comprehensive Plan, or City Master Plan, are large, official documents that propose ideas and

goals in the city with regard to zoning, planning, public services and utilities, and long-term

development projects. These documents often include a high-level history of the community.

While most of these documents are updated in five- or 10-year intervals and may not be as

current as other government documentation, neighborhoods are relatively stable unless they have

experienced large-scale redevelopment. When government websites returned dead links for

public files, the links were then searched using the Internet Archive's Wayback Machine (at

archive.org), which can provide images of website content that is no longer available. Local

subject matter experts, such as community historians, were also consulted to confirm the digital

information collected.

Economically declining and distressed communities presented a challenge due in part to

high vacancy rates and blight-removal initiatives, as was the case with Flint, Michigan.

Throughout the execution of this study, the city was in the process of removing large swaths of

blighted properties across the city. In their blight-removal efforts, the City Plan touted that, for a

city of its established size and age, Flint found itself in the unusual position of systematically

redesigning its community neighborhoods; many of its established neighborhoods were thus in a state of flux. As a result, data collection of Flint's neighborhoods differed from that of other communities in the project. Instead of relying on city documentation, which did not include neighborhood names or classifications (such as residential, green, or downtown corridor), we used a crowdsourced map compiled by community members from organizations, such as religious institutions and book clubs.

Local news organizations

We identified news organizations using the CISION database, which categorizes media organizations by several searchable characteristics. To obtain a list that included different types of news organizations within each city, we restricted each search to outlets categorized as broadcast (radio and television stations/programs), magazine (news), newspapers (general, community, college), and online (consumer). Separate searches for each city were performed, with CISION providing a list of organizations meeting the specified criteria (including the outlet name, address, media type, and address), which we then downloaded.

To ensure that the CISION data was comprehensive, we then consulted the Wikipedia page for each of the six communities to make sure any local news organization mentioned on the Wikipedia page was included in our dataset. However, the CISION lists proved to be sufficiently comprehensive.

Manual verification

These above-mentioned procedures identified 11,524 potential organizations local to our focal communities. We then manually verified that each organization met our definition for

inclusion as part of a focal community and identified the Facebook page URL for each

organization. Not all organizations collected through the procedures described above had

addresses within our focal communities, Facebook pages, or Facebook pages updated within the

past month. Organizations that lacked recent activity, were outside our focal communities, or

were duplicates were removed. Many of the organizations, based on the nature of GuideStar and

CISION data, produced duplicate results. For instance, CISION provides duplicates of a given

news outlet based on the different subjects that they cover as well as the individual journalists

they employ. Secondly, GuideStar data provided duplicates for organizations based on physical

and mailing address. Both CISION and GuideStar data were de-duplicated. Lastly, GuideStar

data were available using a Metropolitan Statistical Area unit of search. Communities outside of

or not immediately adjacent to our focal communities were excluded from the Facebook URL

search process. Through manual verification, detailed in the steps below, the number of

community communicators we identified came to 3,804.

Locating social media accounts

Once we had identified our community communicators, we systematically identified the

Facebook pages for all of those organizations across our six communities. Using a combination

of keyword searches on Google, owned websites, Wikipedia, and Facebook, we documented the

link for the associated Facebook page or the absence of one. The order of search operations was

outlined by source; we gave preference over Wikipedia results to those from a clearly defined

Google search, the organization's website, or on Facebook itself. Challenges in this process

included evaluating the organizational affiliation and post activity of pages and ruling out those

that were not sufficiently relevant or recent.

In our spreadsheet, each row was assigned to a different organization. For each row, we searched Google using the organization name, combined with the community's name listed in the GuideStar database, to determine the organization's public presence. Based on the search results, we proceeded in one of several ways. Our first and preferred approach was to identify the Facebook page of the organization from search results; we clicked the link and reviewed the results to confirm the page matched the organization. Once confirmed, we added the link to our data set. If the search results did not reveal a Facebook page but a website could be associated with the organization, we visually reviewed the website for links to social media accounts. When a link to an associated Facebook page was found, we reviewed it following the aforementioned process.

In the event that the Google search provided neither a Facebook link or a website, or if the search results provided unclear results, we checked the Wikipedia page to see if the organization had sibling or parent organizations that would provide the information. With this new information, we repeated the Google search process. In less-than-ideal situations, our results remained unclear, meaning that the organization had no website, Wikipedia page, or distinct organization-owned page. In these instances, we first checked the spelling of the organization name from the GuideStar database with other sources and then looked for possible parent companies or sibling organizations and made note of it in the document. At the end of this process, if we were unable to obtain a Facebook link following the first process described above, we searched for the organization's public name and "Facebook." Once all of these steps had been completed, if we had still failed to identify a Facebook page, we proceeded to the next organization.

We considered several additional factors when identifying Facebook pages and search returns in this process. We were interested in community-oriented pages for our selected communities; so, if our search identified a national organization or regional chapter or branch of that organization, we selected the page with the narrower geographical focus. If we found only the Facebook link for a large, national organization, we would document the link and indicate that in our data. If we found multiple Facebook pages for an organization, we disregarded sub-page verticals, such as sports sections of media outlets. However, if we believed that a second relevant page should be considered for inclusion, we saved the link in a dedicated column in our spreadsheet with a comment such as "second page about politics" or "second page for 4-H Bemidji that seems relevant." In some instances, we found a Facebook page with a similar name but not an exact match—such as "American Federation of Teachers" in Duluth, compared to "Duluth Federation of Teachers." In these instances, we confirmed that both had the same address. If the address was the same on the platform and in our data set, we identified that link as the Facebook page of the organization.

Another factor we considered was recency. This was particularly true of media outlets where personnel or programming changes could render the CISION media list outdated. Similar to the multiple Facebook pages process, we made note of the link in addition to checking the last time the Facebook page posted. If it had been more than a month since the last post, we commented on the last date of posting. Lastly, we considered Facebook page subtypes. At times, Facebook listed organizations in different subtypes, such as groups or location pages. Our scope was focused on actively updated Facebook pages that were managed by the organization.

Appendix C: Code Book

To determine the following variables below, look at home/page on Facebook and the three most recent posts.

General Notes on Coding
- There are five variables to code: *FB page, Organization Category, National Organization, Midwestern States, Revisit for Discussion*
- Look at Facebook on the organization's page in **three** areas: the Home page, the About page, and first three most recent posts.
    - The name of the page may *suggest* the location of the organization; however, it is important to identify the location based on a review of the three above-mentioned items.
- If you are unsure, then you can go to a website affiliated with them if it is listed on their Facebook page.
    - If they do, then look at the top of the page.
    - If nothing indicating location or organization is at the top of page, then scroll to the bottom of the page and look at the footer.
    - If not outlined in the footer, then go to the contact page to locate the address or location.
    - If not on the contact page, go to the about page or similar page that shows an overview of what the organization does, such as Mission page or other, to see if community location or organization type is specified there.

Step 1: Pull up organization page on FB

Look at the organization listed by their Facebook *username* in Column A and go to their FB page. Please refer to Appendix A in the code book for the process.
- *FB page* **(Column D): "Does this organization have a FB page?"**
    - 1 = Yes, organization has a FB page.
    - 0 = No, organization does not have a FB page (Facebook page for organization is a dead link, no result for page).

Step 2: Classify organization type

Read the definitions provided in each category below (Appendix B) and select which category best fits the organization.
- *Organization Category* **(Column E): "What type of organization is it?"**
    - 1 = Media
    - 2 = Nonprofit
    - 3 = Government office
    - 4 = Municipal services
    - 5 = Health
    - 6 = Library

- ○ 7 = <u>Education</u>
- ○ 8 = <u>Politicians</u>
- ○ 9 = <u>Neighborhood</u>

Step 3: Determine if the Facebook page represents a national or local chapter of an organization

Some organizations in our data serve a national or nearly national audience but may also have a local chapter or branch. We want to remove Facebook pages that represent the national, rather than local, element of the organization. For example, code "1" (Yes) if the page is for the national Boy Scouts of America. Code "0" (No) if the page is for the Boy Scouts of Greater Lansing. The purpose of this coding is to remove any Facebook pages that are focused on a national audience. This is a means of identifying the scope of the messaging. If you can't find a location, then mark it as national.

- ● *National Organization* **(Column F): "Is this organization a national organization?"**
    - ○ 1 = Yes, it's a national organization (non-local).
    - ○ 0 = No, it's not a national organization (local).

Step 4: Determine if the Facebook page represents an organization that serves communities in Midwestern states

This data will be used to filter out organizations that are not located or reside within the communities of interest in this study.

It is very important to code for location, even if you coded Step 3 as 1 (i.e., do not just assume that Step 4 will be coded as 0).

For example, the National Rural Health Resource Center: based on a review of their Home page, About page, and three most recent posts and page descriptions provided by the organization, they would be coded as "1" for National Organization (Column F), indicating that the organization posts content that is more general and not targeting one specific geographic location. However, for column G, they would be coded as "1" because their Facebook page indicates that they are physically located in Duluth, Minnesota.

- ● *Upper Midwestern States* **(Column G): "Which state communities does this organization serve?"**
    - ○ 1 = MN, MI, IN, WI, IL, OH
    - ○ 0 = All other states

Step 5: Revisit for discussion

If you are unsure about how to answer a code and want to revisit it later to code it, please mark this column as 1. This will indicate if the coding for the organization is complete or not. Coders will later collectively make decisions for the organization.

- *Revisit for Discussion* **(Column H): "Do you want to revisit it later?"**
  - 1 = Yes, I am uncertain about my selections and would like to discuss with other coders.
  - 0 = No, I am pretty confident about my selections.

Step 6: Note

Leave any related comments to column I.
- *Note* **(Column I)**

Appendix C, Appendix A: Locating Facebook Page with Username

1. Go to Column A "username" on the spreadsheet and copy username.
2. Go to Facebook.com and select Search (magnifying glass).
3. Paste username into Search.
   - If result,
     - Load and review "About" section and scan cover photo and several most recent posts to confirm it seems to align with the scope of our data set as a whole.
       - If it seems a bit "off," as if it might not align with scope of data set, then go to URL and enter "Facebook.com/[username]."
         a. Example: About section seems like the page is about a social group in North Carolina instead of a nonprofit in Michigan.
         b. Example: Cover photo contains content that seems like it would be unprofessional for the organization you are searching for.
   - If no result,
     - Go to URL in browser window.
     - Enter "www.facebook.com/[paste username here]."
     - If page loads, proceed with review of page.
4. If
   - No page found using search feature
   - **AND** no result found using URL search

   THEN enter 99 for all column.

If the username has duplicates of the same name and the URL is the same but the location is different, search on Facebook to see if there is a local chapter page and then update the URL accordingly. For example, a search for APWU Duluth returned no local chapter pages in the results and instead redirected to the APWU national page. In these cases, code as having a Facebook page, name the organization, and designate it as national and not in a midwestern state. If the remainder of the same username does not return a local page and instead returns the same national page, do not code and instead highlight them in orange to indicate that they are duplicated.

Appendix C, Appendix B: Organization Category Definitions

If media = 1
> **THEN**
>> ● data identified in CISION

AND
>> ● the organization is
>>> ○ broadcast (radio and television stations/programs, college)
>>> ○ magazine (news, college)
>>> ○ newspapers (general, community, college)
>>> ○ Online news, entertainment, or local media organization (consumer, college)

THEN code as 1 (media)

If nonprofit = 2
> [formerly coded as "nps"]

THEN
>> ● data identified in GuideStar
> **AND**
>> ● Is a
>>> ○ Charitable organization (<u>IRS</u>)
>>>> ■ charitable organization
>>>> ■ **OR** scientific organizations
>>>> ■ **OR** literary
>>>> ■ **OR** other specified purpose
>>> ○ **OR** Religious organization (<u>IRS</u>)
>>>> ■ church
>>>> ■ **OR** synagogue
>>>> ■ **OR** temple
>>>> ■ **OR** mosque
>>>> ■ **OR** other type of religious organization
>>> ○ **OR** Private foundation (<u>IRS</u>)
>>> ○ **OR** Other nonprofit (<u>IRS</u>)
>>>> ■ social welfare organization
>>>> ■ **OR** civic league
>>>> ■ **OR** social club
>>>> ■ **OR** labor organization
>>>> ■ **OR** business league
> **AND**
>> ● Is **NOT** a
>>> ○ Political organization (<u>IRS</u>)
>>>> ■ political party
>>>> ■ **OR** political committee

- ■ **OR** political association
- ■ **OR** political fund
  - ● **IF** meets these characteristics **THEN** go to politician = 8

THEN code as 2 (nonprofit)

If government office = 3
    THEN
- ● data identified through targeted keyword search
- ● **OR** failed to meet qualifications of previous classification

AND
- ● Is for current in-office official or governing body
  - ○ **If** page is for campaigning for upcoming election **THEN** go to politician = 8

AND
- ● Is a
  - ○ mayor (<u>White House</u>)
  - ○ **OR** city council (<u>White House</u>)
  - ○ **OR** other governing body directly elected by the people (<u>White House</u>)
  - ○ **OR** "city of"
  - ○ **OR** tribal (Bands, Nation, Reservations, Treaty [x] Land; see <u>Tribal Governance or Sovereignty</u>)

      AND
- ● Page is
  - ○ "official" page
  - ○ **OR** government-run page

THEN code as 3 (government office)

If municipal service = 4
    [formerly coded as "civic service"]
THEN
- ● data identified through targeted keyword search
- ● **OR** failed to meet qualifications of previous classification

    AND
- ● Organization is
  - ○ parks and recreation services
  - ○ **OR** police department
  - ○ **OR** fire departments
  - ○ **OR** housing services
  - ○ **OR** emergency medical services
  - ○ **OR** municipal courts
  - ○ **OR** transportation services (including public transportation)
  - ○ **OR** public works (streets, sewers, snow removal, signage, power, water, gas, and so forth) (<u>White House</u>)

    AND

- Affiliated with the city or community in an official capacity
  - identify through language on Facebook page
  - **OR** review city website to determine if service is provided by the city
    - If organization is located in the community but is **NOT** affiliated with city **THEN** go to nonprofit = 2

THEN code as 4 (municipal service)

If health = 5
- **THEN**
  - data identified through targeted keyword search
  - **OR** failed to meet qualifications of previous classification
- **AND**
  - Is a
    - public health department
    - **OR** hospital
    - **OR** medical clinic
    - **OR** medical center
    - **OR** mental health facility
    - **OR** health insurance company
    - **OR** physical rehabilitation center
    - **OR** drug and chemical dependency treatment center
    - **OR** retirement home

THEN code as 5 (health)

If library = 6
- **THEN**
  - data identified through targeted keyword search
  - **OR** failed to meet qualifications of previous classification
- **AND**
  - Is a
    - public community library
    - **OR** university library

THEN code as 6 (library)

If education = 7
- **THEN**
  - data identified through targeted keyword search
  - **OR** failed to meet qualifications of previous classification
- **AND**
  - Is a
    - public school district
    - **OR** secondary school
      - public
      - **OR** charter
      - **OR** private

- ○ **OR** post-secondary institution
  - ■ community college
  - ■ **OR** university
    - ● public
    - ● **OR** private
  - ■ university extension

THEN code as 7 (education)

If politician = 8
- ● If data identified through targeted keyword search
- ● **OR** failed to meet qualifications of previous classification

AND
- ● Is a(n)
  - ○ individual who is campaigning or running for elected position (i.e., prior to election)
  - ○ **OR** political organization
    - ■ political party
    - ■ **OR** political committee
    - ■ **OR** political association
    - ■ **OR** political fund

AND
- ● Will represent the municipality at a
  - ○ community level
  - ○ **OR** state level
  - ○ **OR** federal level

THEN code as 8 (politician)

If neighborhood group = 9
- ● If data identified through targeted keyword search
- ● **OR** failed to meet qualifications of previous classification

AND
- ● represents a neighborhood or community area within the community of study

AND
- ● is an association or group

THEN code as 9 (neighborhood)

Appendix D: Interview Participants

Interview Participants, Location, Organization Type, and Dictionary Keyword Mentions

Participant	Location	Organization Type	Keyword Mentions		
			COVID	Racism	COVID & Racism
Lucas	Bemidji	Government	NA	NA	NA
Amelia	Bemidji	Library	Yes	No	No
Jacob	Duluth	Government	Yes	Yes	No
Annika	Gary	University	No	No	No
Silvie	Gary	Community College	Yes	Yes	No
Jade	Flint	Library	Yes	Yes	No

Eleanora	Duluth	Nonprofit	No	No	Yes
Caleb	Duluth	Nonprofit	No	Yes	No
Jeanette & Heidi	Lansing	Newspaper	No	No	No
Graham	Duluth	Nonprofit	No	Yes	No
Javier	Lansing	Nonprofit	Yes	Yes	No
Aida	Flint	Nonprofit	Yes	Yes	No
Linnea	Flint	Nonprofit	Yes	No	No
Malcolm	Flint	Nonprofit	Yes	Yes	No
Rowan	South Bend	Newspaper	Yes	Yes	Yes

Malik	Gary	Nonprofit	Yes	No	No
Tawyna	Lansing	Nonprofit	Yes	Yes	Yes

Note: Lucas, our pilot interview, was a politician who used his personal Facebook profile as a public page. CrowdTangle does not allow for data to be collected from personal profiles; therefore, we do not have dictionary analysis for our pilot.