

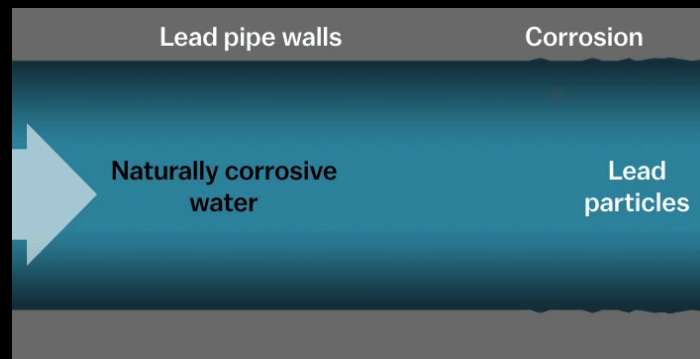


IT'S WHAT YOU KNOW: WATER & LEAD

Autumn McNeill. Environmental Studies & Sociology. Howard University.

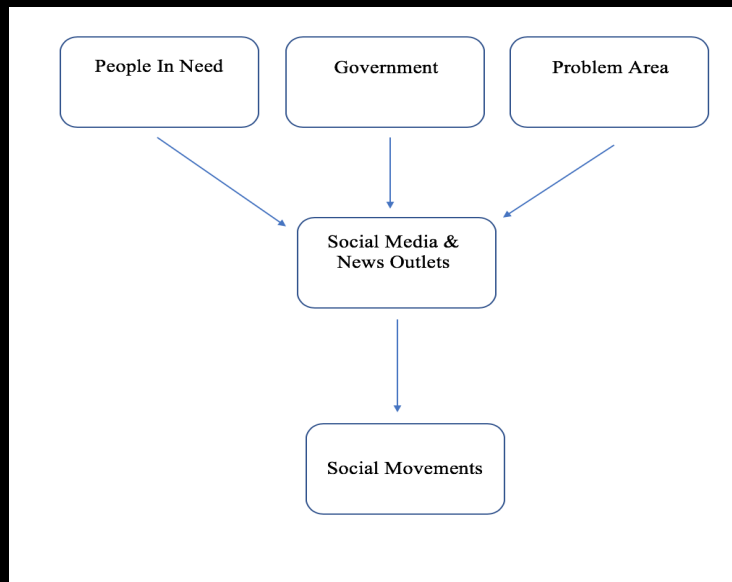
Mentor: Dr. Rubin Patterson. Sociology Department Chair. Howard University.

WHAT'S THE POINT ?



There is a problem in America where low income communities and communities of color have an issue with lead contaminated drinking water.

WHAT HAVE WE SEEN?



Research has provided a positive correlation between the allocation of resources to aid these communities and media coverage.

TYPES OF MEDIA COVERAGE

Traditional Media

- News Platforms
 - New York Times
 - ABC 7 News
- Major companies that have been around for ages

Social Media

- Used by the every day person
 - Customizable
- Free (for the most part)
- Platform to express one's self
- Many organizations use these platforms to promote their causes

ISSUES: MAGNITUDE, SCOPE AND CAUSES

Flint, Michigan

- Been in a crisis since 2014
- Children younger than 6 had a 46% higher chance being impacted
- Whole population of people of color and low income persons impacted
42%
- Many organizations have rallied around this city and its fight

Oakland, California

- Problem began in late 2016
- Lead can be found in multiple areas: paint, soil and water
- Water contamination found in public areas:
 - Schools
 - Day cares
- Concerns mostly low income public schools and facilities

FLINT V. OAKLAND COVERAGE

These numbers were obtained prior to this conference and may not currently be up to date. One thing to keep in mind about the media is that it is constantly changing.

Media Results	Flint, MI	Oakland, CA
Key Words	"Flint Water Crisis"	"Oakland Lead Water"
	Number of Each Appearance (Estimated)	
Google		
Search Result	6,860,000	18,500,000
Newspaper Coverage (Number of Articles)		
Web wide	241,000	40+
Facebook		
Pages	106	1
Articles/Posts	300+	12+
Mentions/Photos	250+	13+
Instagram		
Pages/Accounts	30	
Comments/Hashtags	65200+	
Twitter		
Accounts	10	--
Posts (Tweets)	350+ (A Day On Average)	43+
	Amount in Dollars	
Aid Received		
Federal	\$100 Million	--
State	\$250 Million	--
Local	--	\$500,000
Estimated Donations	\$33 Million +	\$250,000

A Twitter search I conducted to show what can be found on each topic. It shows the popularity of the topic and how many people have acknowledged each through favorites or retweets.



FLINT: THE POWER OF AWARENESS



Mari Copeny @LittleMissFlint

Asha, Russ, and 17 others follow

Flintstone. Chief Change Agent @PackYourBack. Founder #DearFlintKids. Cheerleader. Future President. Watch Me Change the World. Account Administrated By Mom LL

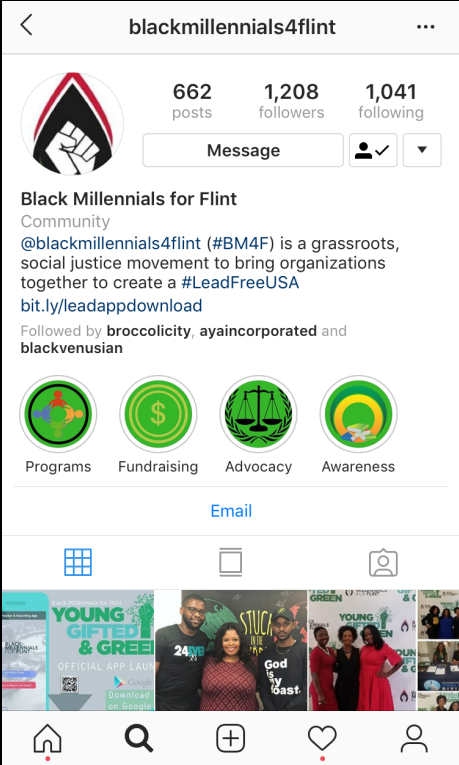
Flint, MI maricopeny.com

661 Following 77.1K Followers

Tweets Tweets & replies Media Likes

Pinned Tweet

Mari Copeny @LittleMissF... · 5/4/16
History Made #LittleMissFlint #POTUS #FlintWaterCrisis #Flint #OneGirlCanChangetheWorld #SheDidThat #DreamsComeTrue



blackmillennials4flint

662 posts 1,208 followers 1,041 following


Message

Black Millennials for Flint
Community
@blackmillennials4flint (#BM4F) is a grassroots, social justice movement to bring organizations together to create a #LeadFreeUSA bit.ly/leadappdownload

Followed by broccolicity, ayaincorporated and blackvenusian

Programs Fundraising Advocacy Awareness

Email




Fundraising 7w

Flint, Michigan-based nonprofit Pack Your Back in partnership with Little Miss Flint, Black Millennials for Flint & TT Charities reached over half a million bottled water donations July 27, 2018




Fundraising 14w

07 28 18

3RD ANNUAL FLINT WEEKEND OF SERVICE
NATIONAL WATER DONATION DRIVE



BLACK MILLENNIALS FOR FLINT PACK YOUR BACK TAVARES TAYLOR @TAYLOR2012 BLACK MILLENNIALS FOR FLINT

Send message

Send message

NEXT STEPS: LOOKING TO THE FUTURE



Conduct on the ground work including interviews and surveys to conduct an empirical comparative to demonstrate how their use of media influenced the allocation of funds for their community.

This will be done in partnership with some organizations based in Flint, MI and Oakland, CA.

Photo: Little Miss Flint and I at the BMF's Young, Gifted and Green event.

THANK YOU FOR YOUR TIME

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