

Appendix E: Examples of online coverage in hyperlocal news outlets

Lichfield Live: <https://lichfieldlive.co.uk/2018/04/03/campaign-urges-people-in-lichfield-and-burntwood-to-break-the-stigma-surrounding-death/>

A Little Bit of Stone: <https://alittlebitofstone.com/2018/03/26/campaign-urges-speak-openly-and-honestly-about-death-and-dying/>