

to build story get related data from various sources

- eg: Haddonfield median hh income 180k
<https://www.economist.com/briefing/2015/01/22/an-hereditary-meritocracy>
- Camden's 36k
<https://www.census.gov/quickfacts/camdencitynewjersey>
- Yet, Camden spends 1.5 or 2 per kid of Haddonfield
spends! <http://csinj.org/schoolspending>