

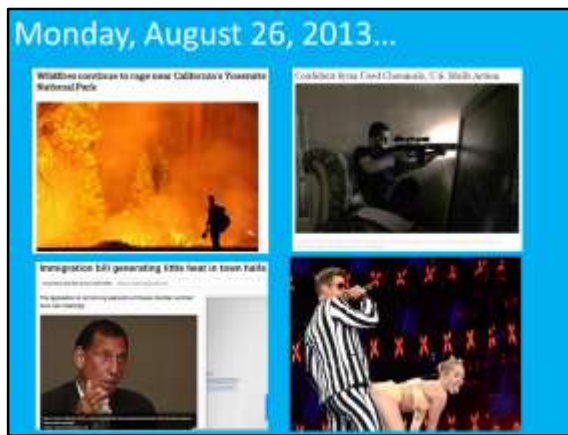
After this lecture, students will be able to:

- 1. Quantify, in days, their investment in News Literacy and place it in the context of changes in the world they observed this semester.**
- 2. Explain three roles News Literacy prepares them to inhabit.**
- 3. Articulate the key lessons of News Literacy**
- 4. Prepare for the final exam: deconstruction of video and text news reports...in real time.**

This slide intended for instructors as a focusing tool, but can be shared with students to prime them. Each lecture will include a slide like this with specific lecture outcomes that refer to course outcomes.

Here is what the syllabus declares students will be able to do if they successfully complete the course:

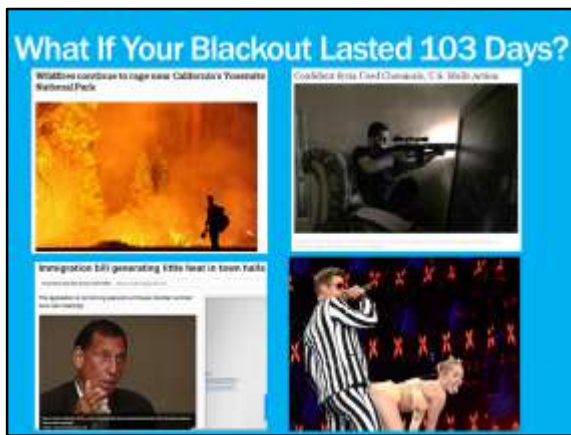
1. Analyze key elements of news reports - weighing evidence, evaluating sources, noting context and transparency - to judge reliability.
2. Distinguish between journalism, opinion journalism and un-supported bloviation.
3. Identify and distinguish between news media bias and audience bias.
4. Blend personal scholarship and course materials to write forcefully about journalism standards and practices, fairness and bias, First Amendment issues and their individual Fourth Estate rights and responsibilities.
5. Use examples from each day's news to demonstrate critical thinking about civic engagement.
6. Place the impact of social media and digital technologies in their historical context.



LECTURER: YOU HAVE TO BLAZE THROUGH THE NEWS SUMMARY AND THE LESSON REITERATIONS IN ORDER TO FINISH ON TIME. WE HAVE PROVIDED MORE BACKGROUND THAN IS NEEDED, PARTICULARLY ON THE DEAD JOURNOS, TO SATISFY QUESTIONS, IF ANY. DO NOT USE ALL THE WORDS.

Waking up on your first day of class, Aug. 26, here were the top headlines:

1. Wildfires continued to rage in the Sierra, near Yosemite National Park;
2. President Obama, having said use of chemical weapons by Syria's Bashar Al-Assad was a "red line" that would require a U.S. military action, was proposing military intervention in Syria's civil war.
3. Immigration reform, thought to be a way for Republicans to repair relations with the United States' fastest-growing minority group, begins to fade from the national agenda.
4. ...In part because the biggest story of the day is former Disney Princess Miley Cyrus' Twerking, Tonguing, strip-tease freak-show at the MTV Video Music Awards at the Barclays Center in Brooklyn.



ANIMATION: CLICK REMOVES ALL REPORT

First thing you knew, your NEWS literacy professor
FORBID all news...

Many of you learned that you actually watch a lot of
news without noticing...

So, if you really were blacked out for 103 days, what
might you have missed?



Two days into the semester, August 28, Gus the neurotic Central Park Zoo polar bear was put to death after battling health problems. He was 27. Scott Carpenter, the second American to orbit Earth, died October 13,. He was 88.

On November 17, Nobel Prize-winning novelist Doris Lessing died. Her stories of women's lives in the modern world broke the mold. She was 94.



Witnesses, inspectors and others confirm Syria has used chemical weapons on its own people.

Obama threatens war.

Of all people, Russian President Vladimir Putin brokers a peaceable solution: an international force will locate and destroy Syria's stockpiles of poison gas



Newscasts and newspapers devote more attention to Miley Cyrus' Twerking and Tongue than to Syria's use of weapons of mass death...as does the audience...MAD Magazine mocks us...as usual



Wikipedia: From October 1 through 16, 2013, the United States federal government entered a shutdown and curtailed most routine operations after Congress failed to enact legislation appropriating funds for fiscal year 2014, or a continuing resolution for the interim authorization of appropriations for fiscal year 2014.

During the shutdown, approximately 800,000 federal employees were indefinitely furloughed, and another 1.3 million were required to report to work without known payment dates. The 16-day-long shutdown of October 2013 was the third-longest government shutdown in U.S. history, after the 18-day shutdown in 1978 and the 21-day 1995–96 shutdown.



On Oct. 21, the Red Sox won their first World Series, finishing at Fenway for the first time since 1918. All of this at a time with Alex Rodriguez was fighting a record 211-game suspension for using performance enhancing drugs.



Following the June decision by the U.S. Supreme Court, New Jersey lawmakers join the growing list of Legislatures that have legalized gay marriage. On October 21, gay wedding bells chime as Christie drops opposition.



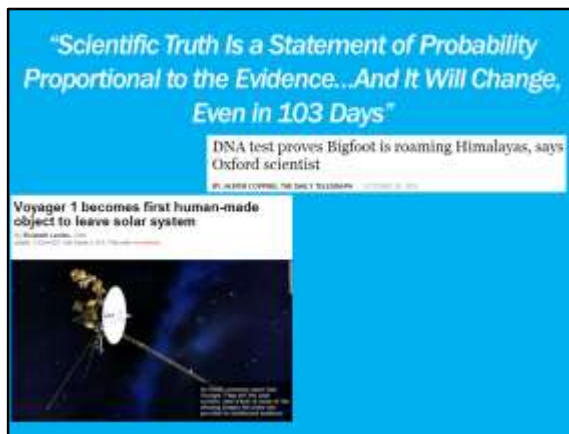
November 8, a record-breaking Typhoon Haiyan hits Philippines with winds around 200 mph. The death toll continues to grow as more of the missing are found and identified. Thousands are left without food or drinking water.



Francis Bacon's three-part painting of his artistic rival Lucian Freud set the new record for most expensive piece of art ever auctioned: \$142 million, paid by an unknown buyer.



Meanwhile, the anonymous British street artist Banksy ended his monthlong “residency” in New York City with a final piece of guerilla street art. Banksy, created a new picture, video, or prank every day of October somewhere in the city. The final work was balloon-like inflatables spelling out his message, stuck to a wall near the Long Island Expressway in Queens. Building owners removed entire chunks of wall that he tagged and will sell them for hundreds of thousands of dollars. Meanwhile, the graffiti mecca in Long Island City dubbed “5pointz” is doomed. A judge ruled the building had no been declared a landmark, so demolition can go forward and the building’s owner quietly painted over 10 years’ accumulated graffitoes.



Scientists put the first man-made object out of our solar system while their biological colleagues opened a new debate about Big-Foot, with genetic materials being offered as proof of the existence of Yeti.



November swept in with violent weather around the globe.

Less than two weeks after Typhoon Haiyan tore across the Philippine Islands and into VietNam, record Tornado winds swept seven Midwestern and southern states in the U.S., killing just eight people, but injuring hundreds and doing an estimated \$1billion damage.



President Obama's critics, particularly those opposed to the Affordable Care Act, had a field day with the roll-out of the website by which Americans from non-participating states were to sign up for health insurance.

Healthcare.gov was not ready for business on October 1 when it opened for business. The Administration is releasing numbers rarely, but the last figure in November was 27,000 had signed up using the federal website, while hundreds of thousands had signed up using state-run sites in places like Washington and California.

Obama's approval ratings have plummeted on the news, to his lowest-ever in the mid-30s, depending on whose poll you look at. (Gallup, CNN, etc)



Attempting one of the more awkward political redemptions of all time, Rep. Anthony Weiner withdrew from public life after being caught sending erotic photos and messages to women not his wife....only to return as a candidate for Mayor...only to once again have to apologize for sexting again AFTER he was caught the first time...finally to be defeated in the primary election by Bill DeBlasio, who ultimately triumphed in the race to replace New York's billionaire mayor Michael Bloomberg, who now retires to run his global financial data empire.

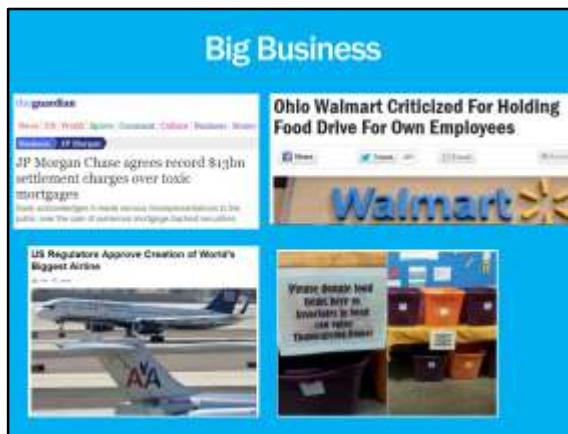


No sooner had he won re-election as Governor, than Chris Christie was dubbed the front-runner and...TIME Magazine made unfortunate use of the “Elephant in the Room” simile to describe the Republican Party’s schism between conservatives and progressives...



Twitter went public Nov. 7 at initial price of \$26 per share. Market price that day was \$45.10. Share prices are holding on at \$41.57.

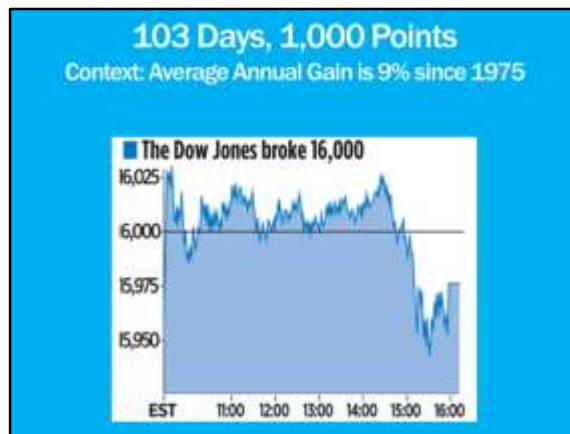
What they're selling, and buying, isn't the app...it's all that personal data you put up on your Twitter feed.



This semester saw big stories in the world of finance and global commerce. JP Morgan Chase agreed to a \$13 Billion settlement with the U.S. Department of Justice over sale of toxic assets leading up to the 2009 financial collapse...although there were rumors just before Thanksgiving that the deal had fallen apart.

Meanwhile, regulators approved the merger of US Air and American to make the world's biggest airline.

And Walmart, popular for low prices and controversial for low pay, got the biggest bad PR of the year so far, with stories about in-house food drives for its low-paid “associates.”



The Dow Jones Average rose 1,000 points since the first day of class. If you bought a DJA index fund, you might have seen your portfolio increase in value by 7%, which is almost the entire gain of 2012. Are we in a stock market bubble...again?



On October 27, CBS News' "60 Minutes," the most successful program in U.S. Television history (based on ratings and longevity) broadcast an investigation of the Benghazi Consulate attack that relied heavily on the un-verified descriptions of a security officer whose story has changed multiple times. The producer and the reporter, Lara Logan, were placed on leave while CBS sorts out the mess.



Meanwhile, the U.S. began trying to negotiate the terms of its withdrawal from Afghanistan and nearly produced a historic deal to reduce the threat of Iran's nuclear program. The shadow of the U.S. Drone program hung over talks with Hamid Karzai, who wants limits on their use in his country, and 35 years of tension stood in the way of the deal with Iran. We're not ready to trust one another yet.

22 Killed in Action in Afghanistan This Semester Avg. ~Two Every Week



Since August, there has been two U.S. soldiers or Marines killed in combat in Afghanistan every week, for a total of 22 (through week 11). Overall, the US has lost 2,292 in the Afghan War, compared to the 4,000+ lost in Iraq.

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OPTIONAL(Before class, selected students have been given a print-out of one of the following slides with the name and affiliation of a journalist who died this semester. Direct them to stand up and read the basic information. They do so, in order, remaining standing until all are done.)

Since the semester began, 10 journalists have been killed on the job, which is in keeping with the typical rate of about 3 each month, year in year out. To reinforce the lesson from the second week of the course - about the power and the cost of information - we take a few minutes to memorialize each of those killed.

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Verlon, a veteran sound engineer was abducted, along with RFI senior reporter Ghislaine Dupont, and killed shortly afterward in the remote, northeastern Saharan town of Kidal, according to news reports.

Gunmen seized the journalists as they left the home of Ambery Ag Rissa, a leader of the National Movement for the Liberation of Azawad (MNLA), a group of ethnic Tuareg separatists based in Kidal, according to news reports. Verlon and Dupont had conducted an interview with the official at around 1 p.m. local time, and were preparing to board their vehicle when they were kidnapped at gunpoint, according to the same sources.

French Foreign Minister Laurent Fabius said in a press conference on November 2, 2013, that the bullet-ridden bodies of the journalists were found next to their vehicle outside the town.

Verlon, 55, was on his second assignment in Kidal since reporting on the first round of Mali's presidential election in July, according to news reports. He joined RFI in 1982 and had traveled with news crews in Afghanistan, Lebanon, Iraq, and around Africa, according to RFI. He was known for his technical prowess.

The group Al-Qaeda in the Islamic Maghreb claimed responsibility for the slayings, according to news reports. On November 5, 2013, RFI reported that French and Malian security forces were hunting a four-member team responsible for the kidnapping, and had detained 35 people for questioning.

Dupont and Claude Verlon, a sound technician for RFI, were abducted and killed shortly afterward in the remote northeastern Saharan town of Kidal.

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Unidentified gunmen shot Universal TV reporter Mohamed Mohamud, 26, outside of his home on October 22, 2013, in Wadajir district of the capital, Mogadishu, local journalists told CPJ. He was shot six times in the neck, chest, and shoulder as he drove to work, the journalists said. Mohamed, also known as "Tima'ade," died of internal bleeding around 10:30 p.m on October 26.

Mohamed was an outspoken reporter who often covered social and security issues in Mogadishu, local journalists said. It's not clear who carried out the attack, although a Twitter account claiming to represent the Somali insurgent group Al-Shabaab claimed responsibility for the shooting. Local journalists could not pinpoint one particular report by the U.K.-based, privately owned broadcaster that may have led to the attack, but said Mohamed had received text message threats in the past by suspected Al-Shabaab militiamen.

Mohamed is survived by a wife and daughter.

Khattak, a reporter for the Karak Times in Khyber Pakhtunkhwa's southern Karak district, was shot dead outside his home, according to news reports and the Freedom Network, a Pakistani press freedom watchdog organization. Eyewitness accounts said two unidentified assailants riding a motorcycle waited outside Khattak's home, fired at him when he appeared, and then fled the scene, the reports said.

Khattak's colleagues said he had recently published a story on the sale of illegal drugs and a local gang of drug peddlers, according to news reports. Khattak had worked as a journalist since 2004, and had received threats in the past after his reports exposed criminal elements in the region.

Khattak's family said they believed Khattak had been targeted in relation to his work. The journalist's son filed a First Information Report with the police, in which he named two individuals as drug dealers, claiming they were responsible for his father's murder, according to the Freedom Network.

The murder came only days after Minister of Information Pervaiz Rasheed expressed his support for the appointment of a special prosecutor to investigate attacks against journalists as part of the implementation of the larger U.N. Plan of Action on the Safety of Journalists and Issue of Impunity at a meeting in Islamabad on October 8.

Unidentified gunmen opened fire on Ghanem, a cameraman for the independent TV channel Al-Sharqiya, and his colleague, correspondent Mohammed Karim al-Badrani, while they were filming in the Al-Sarjkhana area of Mosul in Nineveh province, the station [said](#). Both journalists were killed by shots to the head and chest, the [reports](#) said.

[Reports](#) said that the journalists were filming a report on a market in the Al-Sarjkhana area in the run-up to the holiday of Eid al-Adha.

It was unclear why the journalists were targeted. An unidentified Al-Sharqiya journalist [told](#) Agence France-Presse that recent reports by the station on security operations in Mosul had angered anti-government militants. The journalist said the station had received death threats by the militants.

But Al-Sharqiya, which is [popular](#) among Iraq's Sunni minority, is also known for its critical editorial stance against the Shia-led government under Prime Minister Nouri al-Maliki. In April, the government [suspended](#) Al-Sharqiya's license, along with those of nine other channels, after accusing the stations of adopting a "sectarian tone" in the aftermath of a security raid against Sunni-led demonstrations that killed dozens. Atheel al-Nujaifi, governor of Nineveh province, said an [investigation](#) had been opened into the killing of the journalists and that the [attack](#) aimed to "muzzle the voice of people."

The channel's news director, Ali Wajih, [told](#) The Associated Press: "This is not new for Al-Sharqiya. This is usual for Iraq, that they kill journalists."

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Al-Hafiri, a videographer and citizen journalist, died from injuries he received on September 27, 2013, while covering clashes in a western suburb of Damascus, according to local activists and news reports. The media office of the Syrian Revolution Command Council in Damascus Suburbs (SRCC), where al-Hafiri worked, told CPJ that he was hit by shrapnel from a tank shell while filming clashes in the town in Al-Bahariyah.

Al-Jazeera correspondent Mahmoud Zaibak told CPJ that he was with al-Hafiri on the day he was wounded. He said al-Hafiri had been filming clashes in Al-Bahariyah since that morning. He said he left quickly because of intense bombardment in the area, but that al-Hafiri stayed to document the unrest.

Al-Hafiri underwent multiple surgeries for ruptures in his liver, spleen, colon, and intestines, as well as shrapnel in one of his lungs, but died two days later, the SRCC media office said.

The SRCC media office is comprised of a group of citizen journalists who upload news updates, photos, and video footage of local events around the suburbs of Damascus onto their Facebook page. Al-Hafiri, who was known professionally as "Nour al-Diin" and "Omar al-Farouq," also worked for other local media centers and international satellite TV channels, including Al-Jazeera, according to the SRCC media office.

The SRCC media office and Zaibak said that al-Hafiri was the videographer for multiple reports that aired on Syrian opposition TV networks, including Shada al-Huriya and Orient News. They said he had filmed the aftermath of the alleged chemical weapons attack on Eastern Ghouta in August 2013, and had also contributed footage of UN inspectors collecting soil samples from the area.

The SRCC media office told CPJ that al-Hafiri began working as a journalist by photographing peaceful demonstrations early in the revolution, but later switched his focus to covering clashes.

Zaibak told CPJ that al-Hafiri had assisted him and other Al-Jazeera correspondents with coverage of local events, including clashes, around the Damascus suburbs, and had worked both as a fixer and as a cameraman for some reports. Al-Hafiri was also featured in an Al-Jazeera report on the dangers facing citizen journalists in Syria.



Rajesh Verma

IBN 7
September 7, 2013, in
Muzaffarnagar, India

Unidentified assailants fatally shot Rajesh Verma, a part-time stringer for the TV news channel IBN 7, in the chest while he was covering confrontations between Hindus and Muslims in the small city of Muzaffarnagar, according to Ajesh Mohan, senior assistant editor at IBN 7, and local news reports.

Mohan told CPJ that Verma had worked for the station for about five years. Poh Si Teng, a former freelance journalist for Global Post, told CPJ that in the past Verma had also worked as a fixer for the Global Post.

Indian officials said they had not been able to identify the perpetrator and that they were investigating the fatality.

The clashes erupted following police dispersal of a meeting by Hindu farmers calling for justice in the killings of two Hindu men, according to The New York Times. The victims were believed to have been killed by Muslims, news reports said. Officials said the clashes were also fueled by a false video circulated last week that purportedly showed the two men being lynched. At least 28 people were killed and more than 90 individuals arrested in the violence.

Indian prime minister Manmohan Singh met with Verma's family and told them the culprits would be held responsible. Chief Minister Akhilesh Yadav announced financial support of Rs. 1,500,000 (US \$23,870) for Mr. Verma's family.



Fernando Solijon

DxLS Love Radio
August 29, 2013, in Iligan City, Philippines

Two gunmen on a motorcycle shot Solijon while he was walking to his car after having dinner with a friend at around 10:30 p.m. in Bur-un village of Iligan City, in Lanao del Norte province of Northern Mindanao region, according to news reports. The news accounts said the assailants shot him several times at close range in the head, abdomen, and shoulder. Police investigators recovered a number of shells from a .45 caliber handgun from the scene, according to news reports.

Solijon, a radio commentator with DxLS Love Radio of Iligan City, was declared dead on arrival at a local hospital. During his regular radio program, Solijon frequently criticized local politicians. DxLS anchor Bobby Bariga told the Center for Media Freedom and Responsibility, a local press freedom group, that Solijon had discussed a purchase by Iligan City Mayor Celso Regencia of an expensive house and car during his last call-in broadcast on the day of his death. Bariga said an anonymous caller threatened Solijon, saying on air: "Your coffin's already made."

Solijon's previous reports included accusations that village-level officials were involved in the illegal drug trade. Local reports indicated Solijon had received several death threats by telephone and letter before his murder. Investigating Senior Police Officer Melvin Denore told CMFR in a phone interview on August 30 that Solijon's murder was related to his work and that the radio journalist was a prominent political commentator.

On October 28, the National Bureau of Investigation identified Iligan City police officer P. J. Capangpangan as a suspect in the case based on two witness accounts and placed him under house arrest while officers gathered evidence, according to local news reports. A second suspect, Edward Tucaran, was shot and killed under unclear circumstances two days after Solijon's murder, according to the reports.



CPJ says this may become the biggest problem in Syria, the kidnapping of journalists of all nationalities who try to document what the al-Assad government and the other players are doing in Syria, including al Qaeda-affiliated ISIS.

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Mohamed Mohamud

Universal TV
October 26, 2013, in Mogadishu, Somalia

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The channel's news director, Ali Wajih, [told](#) The Associated Press: "This is not new for Al-Sharqiya. This is usual for Iraq, that they kill journalists."



Mohammed Karim al-Badrani

Al-Sharqiyah
October 5, 2013, in Mosul, Iraq

Unidentified gunmen opened fire on al-Badrani, correspondent for the independent TV channel Al-Sharqiya, and his colleague, cameraman Mohammed Ghanem, while they were filming in the Al-Sarjkhana area of Mosul in Nineveh province, the station [said](#). Both journalists were killed by shots to the head and chest, the [reports](#) said. [Reports](#) said that the journalists were filming a report on a market in the Al-Sarjkhana area in the run-up to the holiday of Eid al-Adha.



Al-Hafiri, a videographer and citizen journalist, died from injuries he received on September 27, 2013, while covering clashes in a western suburb of Damascus, according to local activists and news reports. The media office of the Syrian Revolution Command Council in Damascus Suburbs (SRCC), where al-Hafiri worked, told CPJ that he was hit by shrapnel from a tank shell while filming clashes in the town in Al-Bahariyah.

Al-Hafiri underwent multiple surgeries for ruptures in his liver, spleen, colon, and intestines, as well as shrapnel in one of his lungs, but died two days later, the SRCC media office said.

Al-Jazeera correspondent Mahmoud Zaibak told CPJ that he was with al-Hafiri on the day he was wounded. He said al-Hafiri had been filming clashes in Al-Bahariyah since that morning. He said he left quickly because of intense bombardment in the area, but that al-Hafiri stayed to document the unrest.

The SRCC media office is comprised of a group of citizen journalists who upload news updates, photos, and video footage of local events around the suburbs of Damascus onto their Facebook page.



Édison Alberto Molina

Puerto Berrío Stereo
September 11, 2013, in Puerto Berrío, Colombia

Unidentified gunmen shot Molina four times in the face as he was headed home on his motorcycle from the radio station with his wife, according to news reports. His wife was slightly wounded, but Molina died at a local hospital, the reports said.

Molina, 40, hosted a Wednesday-night radio program, called "Consultorio Jurídico" (The Law Office), on community radio station Puerto Berrío Stereo. Orlando González, director of Puerto Berrío Stereo and Molina's co-host, told CPJ that Molina often used the call-in program to accuse the government of corruption. He said Molina had received several threats in recent months, including a plastic bag filled with black dirt and unidentified bones that arrived the week before he was killed.



Rajesh Verma

IBN 7
September 7, 2013, in
Muzaffarnagar, India

Unidentified assailants fatally shot Rajesh Verma, a part-time stringer for the TV news channel IBN 7, in the chest while he was covering confrontations between Hindus and Muslims in the small city of Muzaffarnagar, according to Ajesh Mohan, senior assistant editor at IBN 7, and local news reports.

Mohan told CPJ that Verma had worked for the station for about five years. Poh Si Teng, a former freelance journalist for Global Post, told CPJ that in the past Verma had also worked as a fixer for the Global Post.

Indian officials said they had not been able to identify the perpetrator and that they were investigating the fatality.

The clashes erupted following police dispersal of a meeting by Hindu farmers calling for justice in the killings of two Hindu men, according to The New York Times. The victims were believed to have been killed by Muslims, news reports said. Officials said the clashes were also fueled by a false video circulated last week that purportedly showed the two men being lynched. At least 28 people were killed and more than 90 individuals arrested in the violence.

Indian prime minister Manmohan Singh met with Verma's family and told them the culprits would be held responsible. Chief Minister Akhilesh Yadav announced financial support of Rs. 1,500,000 (US \$23,870) for Mr. Verma's family.



Fernando Solijon

DxLS Love Radio
August 29, 2013, in Iligan City, Philippines

Two gunmen on a motorcycle shot Solijon while he was walking to his car after having dinner with a friend at around 10:30 p.m. in Bur-un village of Iligan City, in Lanao del Norte province of Northern Mindanao region, according to news reports. The news accounts said the assailants shot him several times at close range in the head, abdomen, and shoulder. Police investigators recovered a number of shells from a .45 caliber handgun from the scene, according to news reports.

Solijon, a radio commentator with DxLS Love Radio of Iligan City, was declared dead on arrival at a local hospital. During his regular radio program, Solijon frequently criticized local politicians. DxLS anchor Bobby Bariga told the Center for Media Freedom and Responsibility, a local press freedom group, that Solijon had discussed a purchase by Iligan City Mayor Celso Regencia of an expensive house and car during his last call-in broadcast on the day of his death. Bariga said an anonymous caller threatened Solijon, saying on air: "Your coffin's already made."

Solijon's previous reports included accusations that village-level officials were involved in the illegal drug trade. Local reports indicated Solijon had received several death threats by telephone and letter before his murder. Investigating Senior Police Officer Melvin Denore told CMFR in a phone interview on August 30 that Solijon's murder was related to his work and that the radio journalist was a prominent political commentator.

On October 28, the National Bureau of Investigation identified Iligan City police officer P. J. Capangpangan as a suspect in the case based on two witness accounts and placed him under house arrest while officers gathered evidence, according to local news reports. A second suspect, Edward Tucaran, was shot and killed under unclear circumstances two days after Solijon's murder, according to the reports.



The image shows a screenshot of the CPJ website. The header includes the CPJ logo, the text "Committee to Protect Journalists" and "Defending Journalists Worldwide", a "DONATE NOW" button, and a navigation menu with "Home" selected. A search bar contains the text "48 Journalists Killed in 2013/Motive Confirmed". Below the header is a large blue box with white text that reads: "Another 30 local and international journalists are currently missing in Syria, with several cases not being publicized at the request of family members and news outlets..."

CPJ says this may become the biggest problem in Syria, the kidnapping of journalists of all nationalities who try to document what the al-Assad government and the other players are doing in Syria, including al Qaeda-affiliated ISIS.



Housekeeping, Announcements & Notes

Your Evaluations Help Us Improve the Course

Online evaluation site will soon open

Responses are completely anonymous (It's an off-site contractor)

Instructors and lecturers only see data after all grades are released.

Past student evaluations have led to:

- Changes in course textbooks
- Changes in assignments
- Changes in faculty (both retention and release)

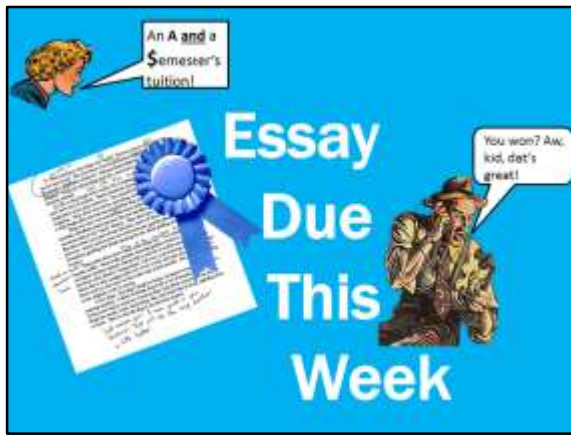
Online Evaluation system is, unlike Rate My Professor, available ONLY to students who took the course. Rate My Prof could be ME and My Wife saying I'm a stellar lecturer.

Students have received notice that the University's online evaluation system is now open.

I ask you personally to participate. This kind of feedback is valuable to me in my work.

I ask you as a professional to evaluate all of your professors. The student voice is important in tenure decisions and whether your evaluation is positive or negative, tenure decisions must not ignore teaching.

I ask you as administrator of this course, which is one of the largest on campus, to help me make well-informed decisions about staffing, about course content and about



Reminder essays are due at your last recitation.



Just a warning. These rent-a-papers get entered into the Safe Assign database, too.

Paper-mills aren't going to customize for you. They only make money if they sell the same work multiple times.

With 50 campuses using the course, odds are quite high the paper you buy has already been submitted.

So, if you buy one, odds are good you'll get caught. The Journalism School policy on this kind of cheating is harsh. Check the syllabus.

News Literacy Final

Monday, December 16

8:00 a.m.

FREY LECTURE HALL

(Animation: CRAZY. Next click sends all the text spinning.)

Prepare for...

- ✓ 3 Video deconstructions
(Approximately 1 hour)
- ✓ 1 Print deconstruction
(Remaining time)

You are permitted to bring one standard notebook size page of study notes (front and back)

Remember you can bring the back page of the deconstruction workbook to the exam. **Unmarked.** Drink caffeine ahead of time. Eat a candy bar or energy bar every hour. No guarantees, but Javits is typically overheated during exams.

Best Way to Prepare for Final: Spend Three Hours On This Interactive Class



<http://www.newsu.org/courses/watching-tv-news-how-be-smarter-viewer-0>



Sanitiser.wmv

Here's what the video might look like on the exam.
If this were it, you'd be asked to do the IMVAIN analysis on Billy Mallon (an ER doc) and on the video of the kid describing a passed-out friend. You'd be asked to explain if you thought the reporter opened the freezer and then, always, a question about what can you conclude?
Ready?



Analyze the TV news clips based on our guidelines and discussions. Be aware that any story can have strong aspects and weak aspects or elements of both, but in the end a news consumer has to make a judgment about the story.

Video #1 (15 points) <http://www.latimes.com/news/local/la-me-hand-sanitizer-20120424,0,4801404.story>

“Teens Using Hand Sanitizer to Get Buzzed”

1. In what way does this reporter “open the freezer” or fail to “open the freezer”? (2 points)

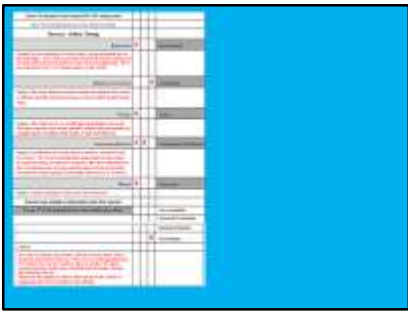
Fails to Open Freezer: The problem with this report is that the reporter doesn’t appear to have spoken to anyone with personal experience. The emergency room doc might have treated someone, but neither he nor the reporter says so. The “6 recent” cases were in San Fernando Valley, not in the LA basin and the reporter hasn’t spoken to anyone involved in that case. He hasn’t drunk sanitizer, hasn’t had it tested, doesn’t even show the label.

2. Fill out the following source evaluation (5 points)

Put an "X" in the appropriate boxes, then explain each rating.

Source: Dr. Billy Mallon, Emergency Room Physician at Los Angeles County/University of Southern California hospital

Explain INDEPENDENCE? Doc Mallon has no dog in the fight. He’s not selling the stuff or selling hospital services, he’s just an E.R. Doc
 Explain MULTIPLE? Mallon is the lone named source. To be fair, he seems to have done some reading, so a student might be forgiven for noting that. Late in the story, the reporter says “experts say” but
 Explain VERIFIES? Mallon cites material he read, but doesn’t identify



Here's an example of the Source Analysis Chart you'll fill in for sources in the TV stories:

On a 1-3 scale, rate them on each of the IMVAIN points.

Then rate them overall, from Very Reliable to Very Unreliable.

Explain each decision.

From Gutenberg and Zuckerberg, to Deconstruction In 103 Days



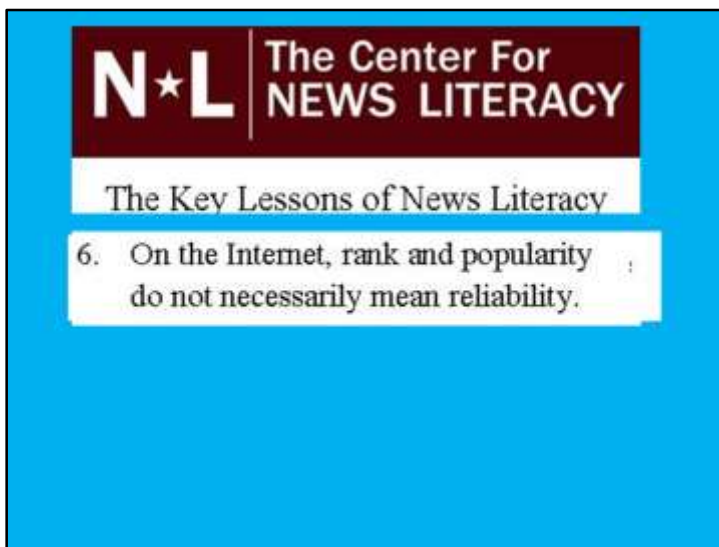
1% of your life, so far

The average News Literacy student is 20.

A semester is about 100 days...

So, you have devoted about 1 percent of your life
to learning the skills we call News Literacy.

Considering that we expect you all to live a long and
full life, we hope this will be one of the better
bargains of your academic career.



Animation: each click brings up one key lesson

The first thing many of you noted was that if you continue to passively take whatever news finds you, you're giving up a lot of power to other people to decide what you know.

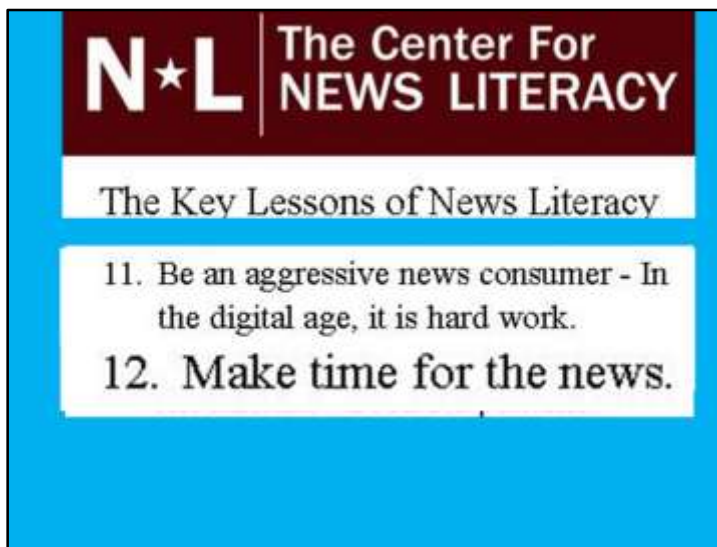
We have spent most of the course dwelling on this role. You as the consumer.

This is not, as we have said, a course in media criticism. Rather, we think of ourselves as consumer advocates...News Consumer advocates.

Here, in a short list, are the key lessons of this course.

(Start clicking)

How might this knowledge change your habits?



Continuation of the clicking (split into two slides to make animations work correctly)

(At Stony Brook, we hand out a Key Lessons card on the final day, along with the “Open the Freezer” button.)



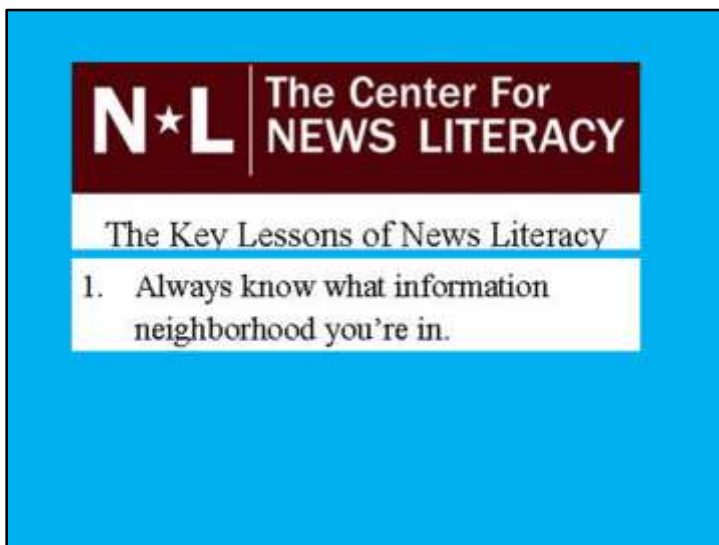
Remember this slide?

We were pushing you to think about how to tell the difference between NEWS and ENTERTAINMENT, PROPAGANDA, ADVERTISING, AND RAW MATERIAL.

A lot of things try to look trustworthy by looking like journalism.

But only at the intersection of all those characteristics lies the sweet spot where you'll find actionable, reliable information.

That's the standard journalism claims to hold itself to: Verification, Independence AND Accountability.



Animation: Click Brings up Lesson

NOW CLICK



ANIMATION: Automatically, the video menus spin until you change slides

Let's start training our ear.

Late in September of 2013, the decades-long feud between the U.S. and Iran seemed to be cooling off.

Online, especially on CBS, you'd find a wide range of reports.

What are you looking for when you seek reliable information with which to make a decision?

Journalism, Opinion Journalism and Mere Assertion: What's Reliable and What Is Not

"Everyone is entitled to their own opinions, but they are not entitled to their own facts."



Daniel Patrick Moynihan (deceased)
U.S. Senator from New York

One of the more confusing things about journalism is the appearance of opinion in those reports we consider to be neutral.

I'm not talking about a report that includes experts or witnesses providing their opinion of what happened or will happen.

I'm talking about the journalist's own opinion.

What's with these columns and editorials and video commentaries?

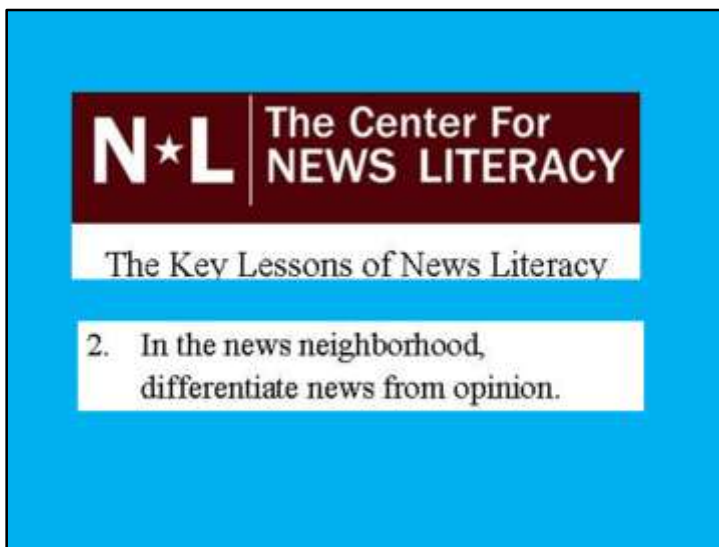
Today, we give you the vocabulary to define the Opinion Journalism sub-neighborhood of the Journalism neighborhood.

And we encourage you to pay attention to the difference between Opinion Journalism and Mere Assertion.

If you remember nothing else today, you'll benefit from memorizing Moynihan's Maxim. It's not entirely clear that he coined this phrase. But being himself famous, he popularized it. A noted sociologist, he was elected to the United States Senate for New York in 1976, as a Democrat, and was re-elected three times. Prior to that, he served as the U.S. Ambassador to the United Nations and to India. He served in four successive presidential administrations, beginning with that of John F. Kennedy, and continuing through Gerald Ford.

Moynihan's Maxim helps us to keep an eye on opinions, making sure they

are supported by facts instead of mere assertion.



Animation: Click Brings up Lesson

ASK: Which lesson helps you decide how to evaluate this information?

In the news neighborhood, differentiate News from Opinion (and opinion from Bloviation)



September 2009, a Hofstra student reports she was raped in a dorm bathroom by a man who stole her cellphone.

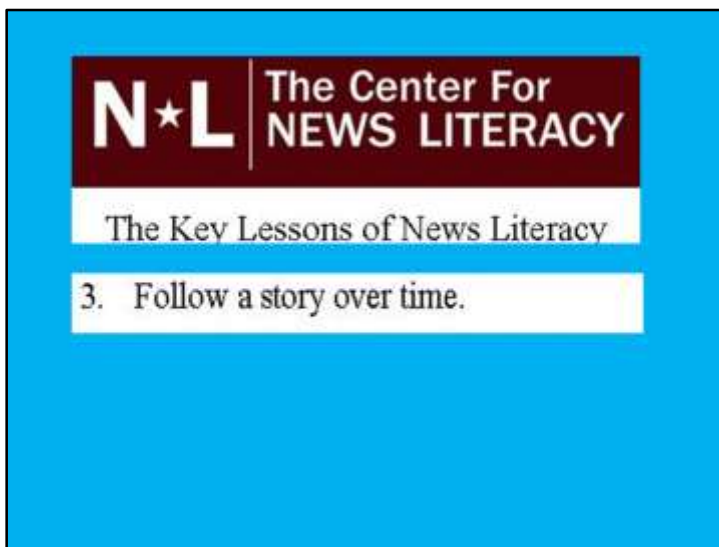
Four men are arrested, named, mugshots published.

Within days the story turns upside down as new information is disclosed.

(After recapping the case)

ASK:

- What's the lesson a story like this reinforces?
- (Click to next slide)



Animation: The Lesson comes up AFTER the click.

Judging the Reliability of Sources

Independent Sources Are Better Than Self-Interested Sources

Multiple Sources Are **Better** Than Single Sources

Sources Who **V**erify Are **Better** Than Sources Who Assert

Authoritative/**I**nformed Sources Are **Better** Than Uninformed Sources

Named Sources Are **Better** Than Unnamed Sources

(Mnemonic Device: **I'M VAIN**)

Just a reminder of how we evaluate sources:

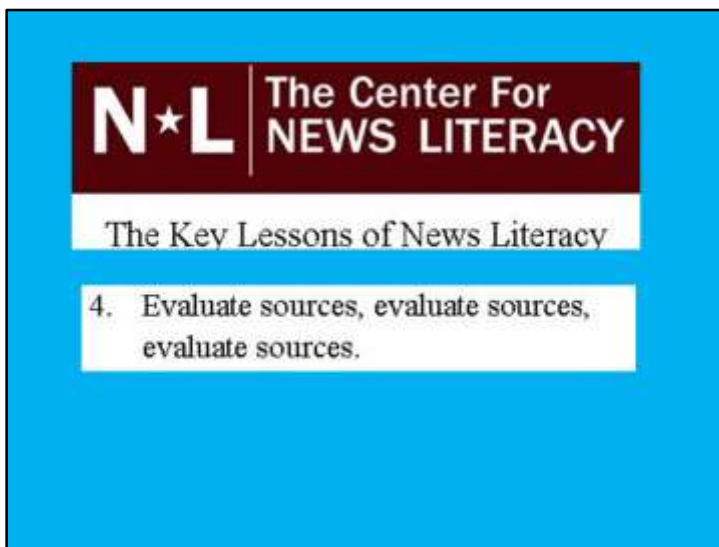
I

'M

V

A/I

N



Animation: The Lesson comes up AFTER the click.

Seeking Truth

Natural Hierarchy of Direct Evidence

- Video, Photographs, Recordings
- Documents, Records, the Paper Trail
- Journalist Eyewitness Account
- Observer Eyewitness Account

On their own, videos and photographs are stronger evidence than documentary evidence. The eyewitness account from a journalist is stronger than the eyewitness account from a citizen. Look to see if a story has direct evidence. See where that evidence stands in the hierarchy. Put conflicting evidence side by side to see which is stronger. But also always ask...what is this particular piece of evidence actually evidence of? Video is the strongest form of evidence, but if the video does not show something incriminating, you do not have evidence of incrimination.

Key questions: **Is there any direct evidence? How naturally strong is that direct evidence? What is that piece of evidence actually evidence of?**

What about Arm's Length Evidence? The farther away from whatever is at issue, the less strength that evidence has. For example a Second Hand account is stronger than a Third Hand account.

Note: It says natural hierarchy, because this is when considering a piece of evidence by itself and ignoring the source or what other evidence might point to.

Which candidate got higher grades at Yale?



"Does anyone in America doubt that Kerry has a higher IQ than Bush? I'm sure the candidates' SATs and college transcripts would put Kerry far ahead."

Howell Raines
- Former Executive Editor of the New York Times
"The 'Dumb' Factor"
Washington Post, August 27, 2004

ELISA TODAY
6/10/2005

In fact, Bush's were a tad higher. His four-year average was 77; Kerry's 76. Both were C students. Kerry graduated from Yale in 1966; Bush in 1968.

Issue in his U.S. Navy officer training school application: During the campaign, Kerry refused to waive privacy restrictions for the full file, but gave the Navy permission to release the documents last month, the Globe reported.

The transcript showed that he got four Ds in his freshman year, Bush received one D in his four years, in astronomy. At the time, Yale considered grades between 70 and 79 a C and 60 to 69 a D.

Animation: Quotes Click In

Voters in 2004 were convinced by journalists like Howell Raines that George W Bush was a dummy and his Democratic opponent, Sen. John Kerry was the star student.

It took years to correct the record on the IQ differential between Bush and Massachusetts Senator John Kerry. As it turned out, neither of them were good students, carrying a "C" average. Whether he challenged himself more than Bush or was a worse student, Kerry got more Ds. The lesson is?



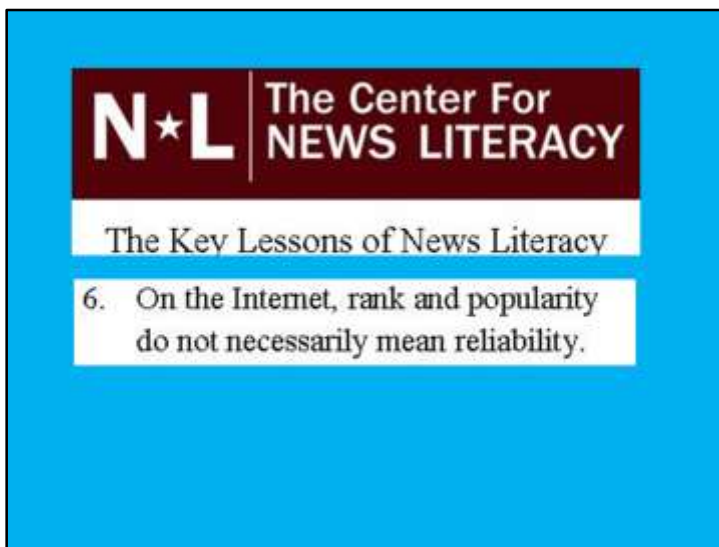
Animation: The Lesson comes up AFTER the click.
ASK: Which lesson helps you decide how to evaluate the journalism on an issue like the relative academic achievements of presidential candidates. Look for DIRECT EVIDENCE.

MartinLutherKing.org
Top-Ranked By Google Since 1995

About 74,900,000 results

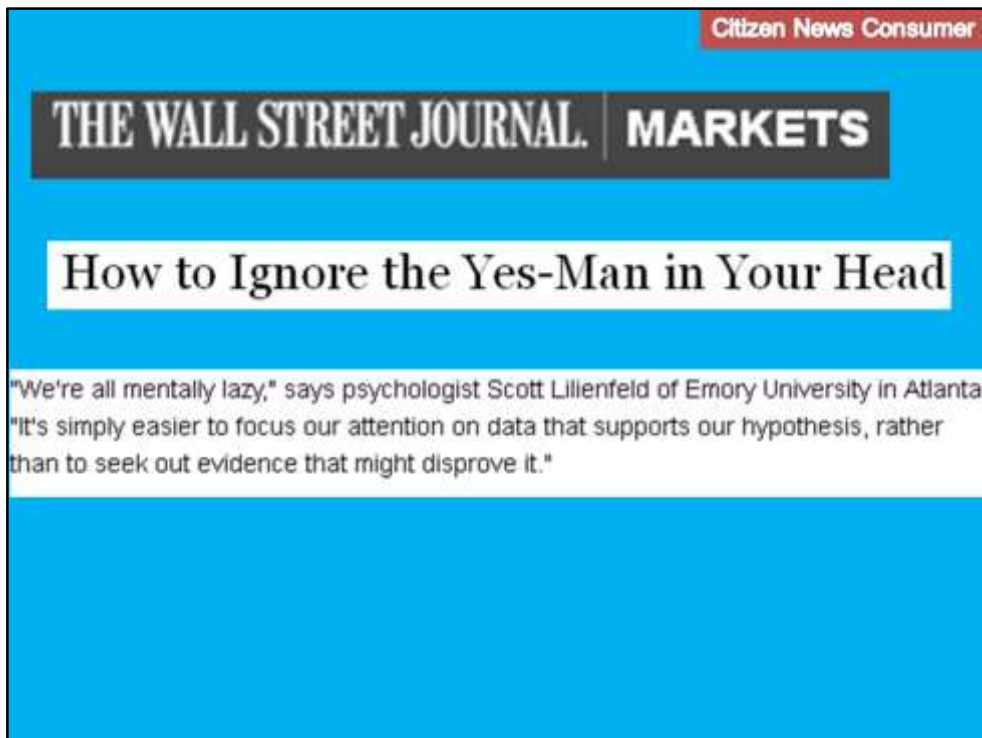
The screenshot shows a website layout with a central portrait of Martin Luther King Jr. To the left of the portrait is a section titled "A True Historical Foundation" with a paragraph of text. To the right is a "Historical Writings" section listing several books: "Truth About King", "Dream of the Dream", "The King Holiday", "Civil Rights Library", and "Jews in Civil Rights". Below the portrait is a "RapLyrics" section. At the bottom, there is a small thumbnail image and text that reads "Watch the new Martin Luther King Jr. Historical Video" and "Learn more about Kwazazi!".

When your little sister goes looking for information about the Rev. Martin Luther King, Jr., she'll find this handy webpage ranked somewhere in the top 10 of the 75 MILLION web pages found by Google...



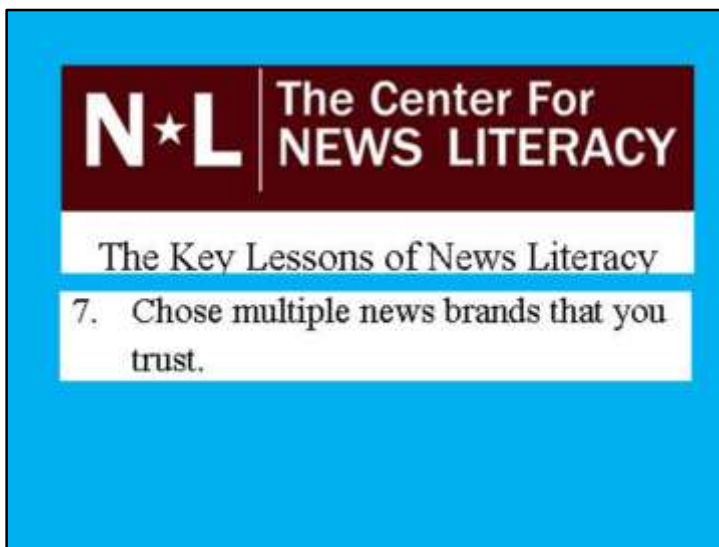
Animation: The Lesson comes up AFTER the click.
ASK: Which lesson helps you decide how to evaluate this information with her?

|

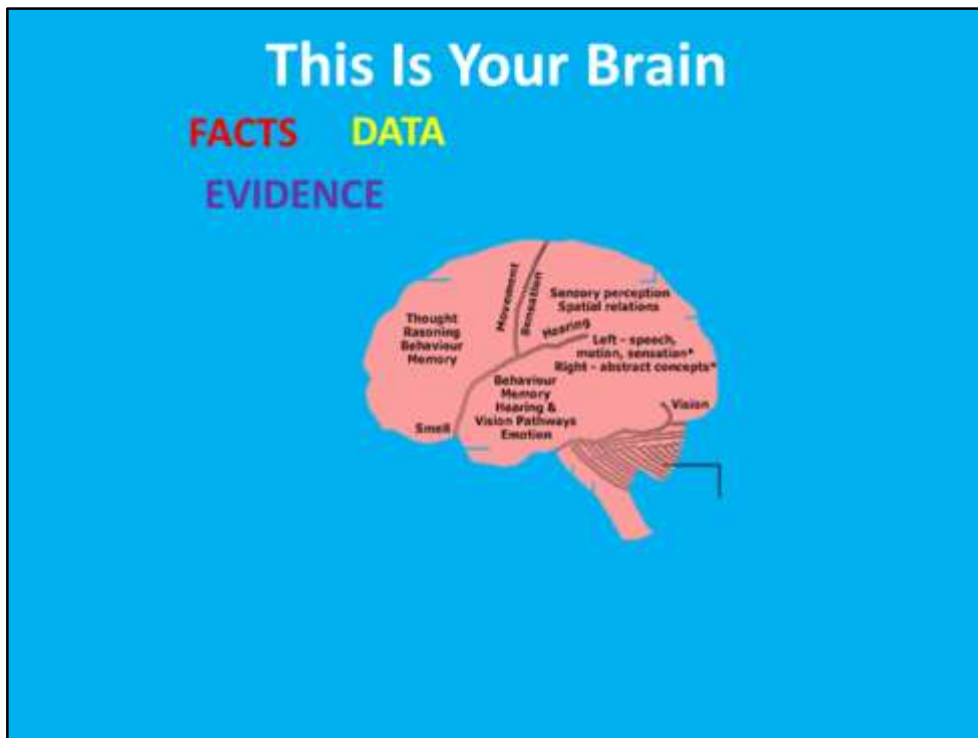


Pull quote comes in on click.
What lesson of News Literacy might this headline and quote be referring to?
Hmmmmmm.

<http://online.wsj.com/article/SB10001424052748703811604574533680037778184.html>



Animation: The Lesson comes up AFTER the click.
ASK: Which lesson of News Literacy suggests that's a good idea?



**ANIMATION: BRAIN THROBS AUTOMATICALLY.
THREE CLICKS BRING WORD INTO THE BRAIN WITH
SOUND.**

Here at the Center for News Literacy's laboratories, we spare no expense to bring you these meaningful animations. (irony)

This is a functional brain when its assumptions are NOT under attack.

It takes in (**START THREE CLICKS**) facts, data and evidence and can form logical conclusions about them.

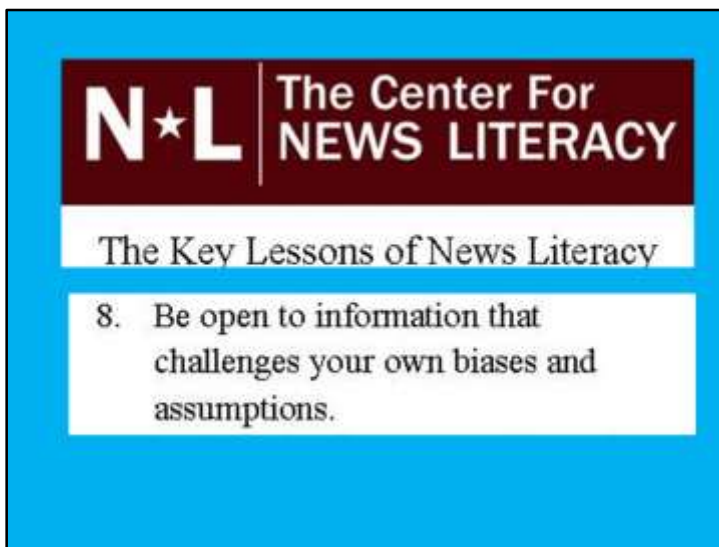


**ANIMATION: BRAIN THROBS AUTOMATICALLY.
CLICK1= DIVER HELMET AND “ON COGNITIVE
DISSONANCE” APPEAR.**

**THEN CLICKS 2,3,4, BOUNCE FACTS DATA AND
EVIDENCE OFF THE HELMET, INTO THE TRASH.**

Here at the Center for News Literacy’s laboratories, we spare no expense to bring you these meaningful animations. (irony)

When you struggle to hold two contradictory ideas in your mind, such as a fact that contradicts your belief...(CLICK1) then you start reacting. Whether it’s confirmation bias or source misattribution, a kind of bronze helmet surrounds your thinking brain and (CLICK2) all those lovely facts, (CLICK3) data and evidence (CLICK4) bounce off and go in the trash.



Animation: The Lesson comes up AFTER the click.
ASK: Which lesson helps you deal with that Dive
Helmet Mentality?
CLICK

Is Phone-ography a Crime?



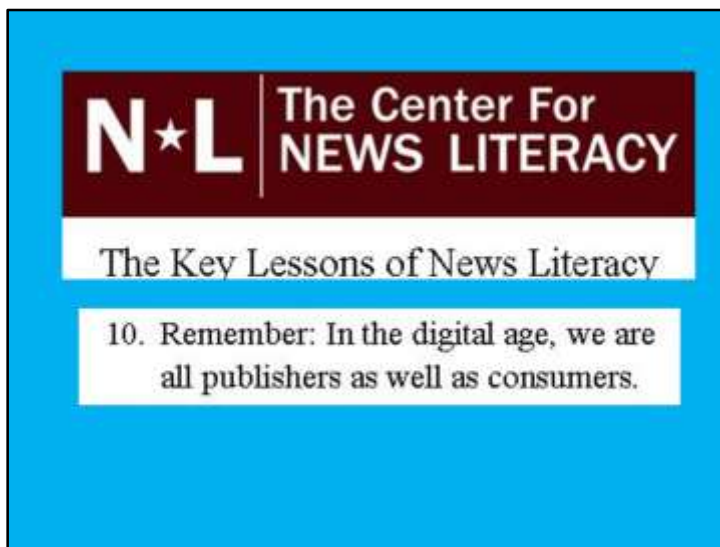
We have spoken of the care you should take when publishing online, but we also should note that part of your Fourth Estate role as a citizen is to keep an eye on the actions of government officials.

Be mindful this can get you in trouble, though.

As the founder and publisher of Photography is Not a Crime, Carlos Miller publicizes suppression of journalists' and other newsgatherers' rights.

Miller founded Photography is Not a Crime after he was arrested for photographing a group of police officers while he was on assignment in Miami, an arrest for which he was ultimately vindicated.

Miller has covered breaking news as a full-time staff reporter and a freelancer with news organizations in several states, including several years on the police beat for The Arizona Republic. He knew where he could be and still wound up in a courtroom defending the right we all have: to photograph public events in public places.



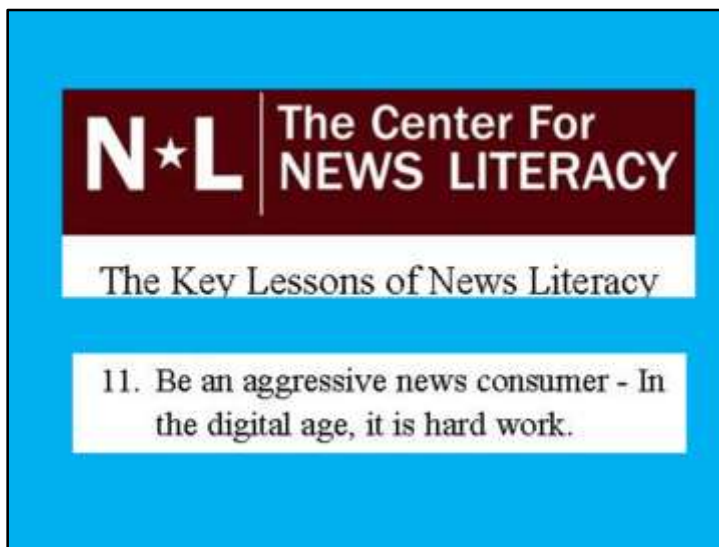
Animation: The Lesson comes up AFTER the click.
ASK: Which lesson helps you decide whether to forward this kind of information?



ANIMATION: HECTIC. ALL THE PIECES MOVE, AUTOMATICALLY AND UNTIL THE END OF THE SLIDE.

You have an enormous amount of information available to you through the news each day.

Although some academic theorists worry about the consolidation of the major brands under the control of a few large corporate players, there are an overwhelming variety of choices available to you.



Animation: The Lesson comes up AFTER the click. (Point is that you have to work hard at being well-informed, but that there are excellent tools available to you online, if you use them.)

ASK: Which lesson helps you decide how to evaluate this information?

The Future of News



Your Opportunities and Responsibilities

Back, now, to our final lecture

Three Roles in Your Future

1. Citizen News Consumer
2. Publisher Producer
3. Watchdog

It's a little parental, but as we've said several other times during the semester, knowing how things work places a responsibility on you.

Information is powerful and truth is provisional. Knowing that means you know you need to stay informed, or you'll not make full use of the powers reserved to us as citizens.

This final lecture is aimed at prompting you to reflect on what you've learned and thinking how to apply it in your life as a creative person.

These may seem like heavy responsibilities, but that's the way our democracy works: Everybody has civic duties and in return they have the power of the free press: to critique the work of their government and their fellow citizens and express their dream of the more perfect union.

Let's think about your roles in the Information Age
As a Citizen who Consumes the News to make decisions

As a Publisher and Producer

As a Watchdog

Three Roles in Your Future

1. Citizen News Consumer
2. Publisher Producer
3. Watchdog

Remember the Blackout.

Some of you didn't think you consumed ANY news.

And then learned how hard you had to work to avoid news for just two short days.

Let's stock up on some context...How did we end up with all this information on a hand-held device?



In the U.S., News is a business...Unlike other nations that have subsidized their news media- Britain, Canada, etc, - we have always relied on entrepreneurs and private capital- not public money- to finance our news industry. Ben Franklin may have protested British taxation without representation, but he wanted the contract to print the King's tax stamps. Google's motto may be "Don't Be Evil" but founder Sergey Brin is a billionaire, made so by publishing advertisements alongside information. Now traditional organizations are trying the same thing, selling so-called "Native Ad Content" which looks an awful lot like ads posing as news. Think of the Atlantic Monthly publishing a glowing history of the Scientologist Church, which we talked about this fall, or the major fall-out between film producers and the NFL when it came to the issue of head injuries.



Here's the major arc of the story: In the early 1800s, city newspapers were expensive and narrow, aimed at people of a single political persuasion.

All of this would radically change in the 1830s because of a young medical student named Benjamin Day. He introduced the "penny Press" – a new business model. He held down the cost to the readers- one penny!- to get big numbers of them. Then he raised the rates on advertisers, because of the mass audience he had built. With that change in the business model, came a change in the definition of news. To capture large numbers of readers, the mass circulation newspapers needed "something for everybody". Too much partisanship was bad. It would alienate readers who disagree with you. Instead, there is more emphasis on "human interest" stories; police, courts and sports now get more emphasis.

And that model worked well, for about 150 years. Newspaper publishing enjoyed one of the highest profit margins in American business (40% was not at all unusual) and a license to broadcast Television signals was, similarly, a license to print money.

The Old Business Model is Disrupted



Craigslist, and the resulting loss of ad revenue, kills the old business model.

With ubiquitous internet use came new business models. For starters, the cheapest information was no longer a something-for-everything product. It was the Web, where members of small subcultures find each other and share information.

So much for a mass audience.

And...with Craigslist, Amazon and Ebay, shoppers no longer need an intermediary to help them find goods and services.

Classified ads, a form of advertising so popular that reader typically rate it as their 3rd favorite content in the whole newspaper, disappeared. Buyers and sellers find each other online, for free.

Those ugly little ads were the most lucrative form of advertising for newspapers.

It was, before Craigs's list, often 40% of a newspaper's income.

Advertisers Have More Choice
and More Control



- Advertisers have direct access to consumers
- Ad dollars migrate from mass audience to target audience

The 150-year-old model of circulation-driven advertising rates and advertising-subsidized news, created by Benjamin Day, fell apart.

It's no longer about mass audiences, it is about target audiences. The web offers retailers and manufacturers a less expensive way to find customers.

Even the 20% of newspaper revenue that comes from circulation is at risk. Why pay when you can get the content for free?

Newspapers and broadcast news organizations lose leverage with their customers – both consumers and advertisers.

Who Will Pay for Newsrooms?

Options Already Being Tested:

- The Consumer
- Non-Profits
- The Government

Ask:

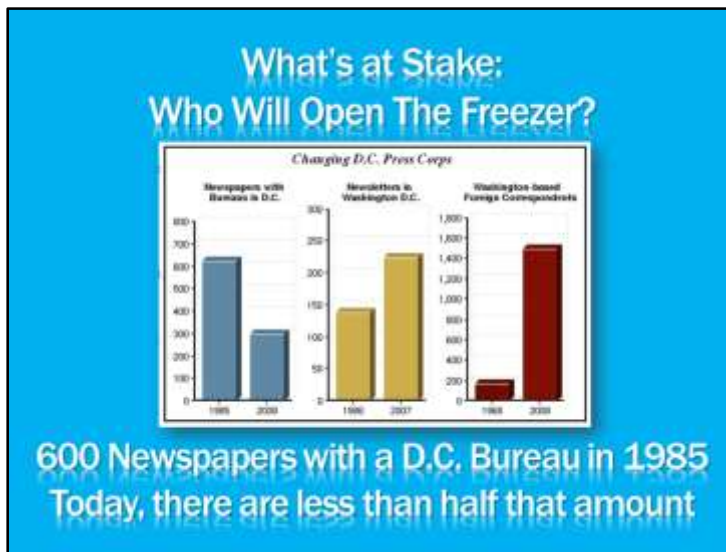
If the characteristics of reliable information...actionable news, are Verification, Independence and Accountability, which of those characteristics is threatened by each of these approaches?



60 Minutes probably spent \$100,000 on its story about the toxic wastes released by computer parts dumped in China.

Who knows what the fixed costs are for CBS: the entire broadcast apparatus, headquarters editing and production crews and all the equipment the network owns or leases, plus licensing and advertising staff, etc, etc, etc...

A field crew: producers, camera and sound, reporter travelled to Boulder.. And Tacoma... and China. They flew Hong Kong harbor in a helicopter. Every minute of tape represents hours of editing and research by the producer, but also by the on-air reporter. Scott Pelley's salary is not public, but in 2009 he sold a home in the suburbs of Washington, D.C. for \$3.3 Million. Say he's a million dollar a year guy... That's \$500/hour... Based on interviews with employees and rough calculations, we figure the average 60 Minutes piece costs \$100,000. So... what would you pay for access to that report?



Most people say they won't pay. There's plenty of information online for free.

It's not their fault that most news organizations decided to put all their content online for free.

But look what has happened?

With revenues vanishing, newspapers laid off thousands of reporters across the country. This chart shows the decline of number of reporters in Washington, D.C. where your tax rates are set and where the taxes you pay are spent.

It's not just DC.

It's local government, state government, education, the environment, business and public safety.

There are fewer watchdogs out there sniffing around because news companies are losing revenue and have to cut spending.

<http://www.nytimes.com/2008/12/18/business/media/18bureaus.html?pagewanted=all>



There are new experiments.

Veteran investigative reporters and foreign correspondents have organized not-for-profit reporting teams like Pro Publica and Global Post to do the things news companies no longer invest in.

They get a little revenue by selling their stories to TV networks and newspaper companies and websites.

Pro Publica has already won two Pulitzer Prizes, the top honor in American journalism: one for national reporting and one for investigative reporting.

But most of their funding comes from the residuals of the great American fortunes: the Sandler, Carnegie and Broad Foundations, for instance.

Do those foundations have an agenda?

Can Pro Publica be Independent of the big foundations that fund it?

What if the Government steps in to fund reporting? Can a government newsroom fulfill the watchdog role?

What about The Atlantic, turning over space to “sponsored content?”

As a consumer, are you well-served with reliable information?

Will News Producers Balance Profit and Public Service?

Profit



Public
Service

Three-Click Animation: Cartoon, then Profit, Then Public Service

With budgets ever-tighter, revenues drying up and customers wandering away to free news sites, how will that daily debate between What's important and What's interesting get resolved?



If you have assigned students to watch “EPIC 2015” This slide allows you to pause and query them about the revolution it described.



epic2015.mov

If Or you can run the EPIC video right in lecture. Using this slide.

For Many, Mobile Means More News

News users who said that since getting their tablet they...



Spend more
time with news

31%



Turn to new sources
for news

31



Are adding to the
news they
consume

43

Based on weekly tablet news (N=810) users. Icons from the Noun Project.

Pew Research Center's Project for Excellence in Journalism in collaboration
with The Economist Group

The irony is that just as the old news models have fallen apart, the appetite for news has apparently increased dramatically.

The Pew Research Center's annual study of the state of Journalism shows that more mobile devices equates to more news consumption.

The difference, though, is you used to pay a news organization for that information. Now, the device-maker and a few app-builders scrape the news off other people's websites and deliver it to you..."free"

In The Future, Who Will Report the News?



- Bloggers? Journalists?
Citizen Journalists?

Which raises the question...if the new business models don't bring in much revenue and the old one no longer brings in enough to support a newsroom...Who will report the news?

The First Amendment deputizes us all as watchdogs on the executive, judicial and legislative branches...But do we have the time?



In Egypt, and the other revolutions in the Middle East, sometimes the only information getting out was being generated by people on the streets with cell phones.

The tweeted photo on the left is of a Libyan child taking part in a street demonstration demanding justice for the victims of rapes by Libyan soldiers. And on the right, a series of tweets about street action in Syria, Egypt, Iran, where the Arab Spring uprisings continue.



That's great if you believe Tweets.
But what if you're looking for reliable information from an independent, accountable news operation?

This semester, you've looked at some of the best journalism available today: reports from 60 Minutes on computer waste and a Pulitzer Prize winning story from the Washington Post about conditions in our flagship Army hospital: Walter Reed.

If stories and other serious journalism like that were only available to paying customers, who would pay?

The 60 Minutes story from China was a \$100,000 project. Ditto the Washington Post's investigation of the Walter Reed Army Hospital.

How much will you pay to see that?

Your Intellectual and Commercial Choices Will Make a Difference

- Which news organizations will survive and thrive?
- Will the country make decisions based on reliable information, or misinformation?

Your commercial and intellectual choices make a difference and will continue to.

When you spend time on a news website, you are rewarding its work, its ethics and its reporters. So where will you linger?

When you open your mind to alternative points of view, you are encouraging a diversity of opinions. What opposing viewpoints will you tolerate?

It's our hope that the skills you learned this semester will serve you well next year when you make the key decision reserved to you under the constitution.

In 2012, you will help pick the next President.



Animation: COMPLEX...Slide opens with The SPJ Logo from beginning of lecture. On next click it fades, replaced by a Parody: "Society of News Literate Citizens". On 2nd Click the two Key Lessons come up, proposed as a code of ethics for news consumers.

The lesson of examples like the Sandy Hook Shooter or the Hofstra Rapes or even the invasion of Iraq is you have to follow the news every day. If you don't, your knowledge becomes obsolete...you think we found the WMDs the President told us were the reason for the invasion...you think Ryan was the shooter, when it was his brother Adam.

Your judgment and decisions may rest on obsolete information or falsehoods. Worst of all, you'll re-post or re-tweet falsehoods, polluting the Internet with falsehoods.

Remember the Code of Ethics of Professional Journalists we started the lecture with?

(CLICK)

Imagine a Society of News-Literate Citizens...What would a code of ethics for news consumers look like?

(CLICK)

1. An Ethical News Consumer would pay attention to the evidence behind every story, demanding direct evidence whenever possible by always asking Did the reporter "Open the Freezer?"
2. An Ethical News Consumer would keep up with the news, knowing how the truth changes every day.

Would they pay for that?

Three Roles in Your Future

1. Citizen News Consumer
2. Publisher /Producer
3. Watchdog

Who says professional journalists are the only ones who can produce reliable information?

Let's talk about the fact that if you text, email, post, Twitter or put videos up on YouTube... YOU ARE A NEWS PRODUCER AND PUBLISHER.



Some pioneering thinkers like Jeff Jarvis at NYU predict you and your fellow web users will do the work newsrooms once did and will do it better and cheaper, finding the reliable information fellow citizens can rely on and passing it along.

Whether or not that happens, it is already true that we are all now publishers and broadcasters, using Facebook and YouTube and Twitter and Reddit and dozens of other apps and websites and even “B-Boards” on 4Chan.

Mostly, we seem to want to tell others what to think about current events.

But we also share newsy information: what to be alert for, what to watch or read for diversion, stories that make us go “Awwww.” Or “WOW!”



First Amendment deputizes You as a Government Watchdog, not some distant group of reporters. When you uncover wrongdoing, or just give your opinion online, is an anonymous rant full of made-up statistics all from one point of view a useful contribution to the pool of common wisdom? If, instead, you take responsibility by signing your name, and you check your facts, and you avoid writing about your family, your employer and your political or religious heroes? What if you live up to VIA...Is THAT citizen journalism?



Thank you, by the way, for your final essays, those of you who have already submitted them...

We took them and added them to a book which we sold to Random House.

‘Just thought I’d tell you...Your professors are ecstatic the term is ending because we just cashed another hefty check from our publisher, this one for “Closing the News Literacy Gap.” It will be a book of letters that show people how to use News Literacy skills to influence politicians. Here’s the cover design.

The reason we’re saying thank you is that we are building the book entirely out of materials you submitted for class, online and in your papers. We just reorganized it a little into chapters and sent it off and wow, they snapped it right up.

To celebrate, we’re holding a News Literacy Professors Retreat at the Pineapple Bay Beach Resort in two weeks.

**Isn’t that great? How many of you are glad we did?
How many of you think we shouldn’t do this?**

Just kidding.

Many of your peers will not think twice about publishing or posting your work and calling it their own.

Which is one of the problems not yet sorted out in the era of citizen journalism. Can you protect your work on social

media?



Point is...As a producer, you are bound by the same copyright laws that bind other publishers.

Don't be surprised that some students get prosecuted for stealing music. When you create something people will pay for: software code, a song, a book, a painting, a new way to build bridges...you'll understand.

For now, know this:

You don't need permission from the copyright owner to:

read a book

see a movie

watch the Red Sox at Fenway Park

borrow a book from a library

It's fair use for you to use part of someone else's work to create commentary, a parody or a lesson for use in school.

But only the owner of the copyright can copy, distribute or remake.



Overload is a common complaint in the Digital Age.

Too much.

Too Fast.

You have no power over events or the reporting of them.

But you can remember to be extra-careful when a fast-changing event is being covered minute-by-minute.

Ask these three questions and you won't be one of the people who blindly believes under-reported, hastily-broadcast mistakes such as the death of Rep. Gabrielle Giffords .

Three Roles in Your Future

1. Citizen News Consumer
2. Publisher Producer
3. Watchdog

As we said in January, this is not really a class about journalism. It's a class for the people who are served by journalism. The people who need reliable information with which to make judgments, take action, make decisions and share with friends.

It doesn't matter which party you support.

Democracy works better when we all stick to the facts. We can argue philosophies, but if people make up and distribute false information, democracy turns quickly to chaos.

And if you recall from an earlier lecture, Professors at the University of Maryland who surveyed voters last fall learned that a majority of them were headed to the polls seriously misinformed about key issues: they thought their federal taxes had gone up in the last two years; that there was no majority opinion among scientists about climate change and that Obama was born in Kenya. And those were people who paid a lot of attention to the news.

Keeping Journalists Honest Your Voice Can Be Amplified

Posted by **Dwight Rousu**

[Review](#) 4.7 [Reviews »](#)

I Want To*

Subject

Body * (maximum 64,000 characters)

If you see something, say something

If you see that false information is being spread, you don't have to just sit there and fume about it. The easiest step is to call the news organization or look for their Contact Us or Letter to the Editor link. Whip out your News Literacy notebook and give them both barrels about their obligation to the truth. Bigger news organizations like the Times or NPR or CNN have a full-time staffer called an "Ombudsman" whose job is to report on the mistakes the organization makes. Write to that person if you have a serious concern. If you see persistent problems, go to a site like News Trust, which harnesses your brains to the process of reviewing news stories so as to drive out the bad stuff and call attention to the good stuff. And finally, if you're really interested, you can join a conservative or liberal media watchdog group like FAIR or AIM and become an activist for good journalism.



Now that you know better, make sure news outlets hear from you when they break or bend the rules: Hear some loaded language? Notice an imbalanced story about a matter where the truth is unknown? Can't find a single independent voice on a complicated and important topic?

Call the Editor, the News Director or the reporter.



NOTE – PLEASE INSERT ZARATHUSTRA.WAV INTO THIS SLIDE~!!

(Animation: The 2001: A Space Odyssey theme plays while the Open the Freezer button rises AFTER A LONG DELAY)

You now have this important skill that can make you an effective **leader** in your family, your workplace and your community

...AND because engaged and challenging **followers** are vital to every human enterprise, these skills will serve you equally well when you put yourself second in a family, a job or the ideals of a political or religious movement

It's not as heavy as it sounds...it's heavier.

As an educated person with News Literacy skills, you will shape your world. Today is not an ending.

It is the beginning of your journey as a News Literate citizen in the Digital Age.

(Start Thus Spake, etc....)



hus endeth the Lesson...