

Lecturer note: Not a lot of video, but we have included multiple examples in several categories to permit you to choose what you think is the best example. You'll want to cut several



(Set it up like this)

This is Mika Brezsinski. She's the co-anchor of "Morning Joe," a news talk show on MSNBC

In this segment, The anchors are on camera, chatting, about to launch their daily summary of the top stories of the day. Mika Brezsinski and her co-anchor had been talking about U.S. Sen. Richard Lugar's critique of the President's war strategy when she looked down to see the first story on her script was Paris Hilton's release from jail.



(After it runs)

Brezinski swears it was a spontaneous response and not a publicity stunt.

ASK: What do you think she is reacting to?

If you are going to be effective consumers of news you need to have an understanding of how Paris Hilton's term in jail came to be the lead story on so many newscasts.

How, out of all the news in the world, does that story get served to you?

In the survey last month, about 80 percent of you said the press presents too much trivial news. And 60% said the press presents too much bad news.

Why? 13% of you said that's reality, roughly a quarter said humans are drawn to tragedy and another quarter said the press does it to make money.

That's the point of today's lecture. What IS news?

And why.

News Matters

Private Screening for our students

*"Page One: Inside the New York Times
and the Future of Journalism"*

7:30 p.m.,

Thursday, October 13

Staller Center Theater

Tickets *not required*



Reuters :

*"In the hands of Andrew
Ross! ... there lies something
akin to "The Social Network
"for the news business, a
movie uniquely capturing
this moment in time."
-critic Anthony DeRosa*

Los Angeles Times:

*"The New York Times documentary
is likely to hearten believers and
leave skeptics unmoved."
-Media writer Jim Rainey*

We will not swipe ID codes.

Instead, each lecture may assign a short paper for extra credit.

TEST REMINDER

- You will have a test in recitation in **week 7**,
Covering all material *through* week 6:
Lectures, readings, homework,
videos, recitation materials

10 questions that ask you to: compare/contrast; explain a quote or a News Literacy term; Apply a class concept to a situation or story; Label stories or people using course terms; Use details or examples from readings, lectures and from your daily news habit.

It will take at least an hour.

No multiple choice. It's a lot of writing.

CORRECTION:

In last week's lecture, we gave the impression President Bush's "*You'll have blood on your hands*" remark to New York Times Editor Bill Keller was to warn him not to expose the S.W.I.F.T. bank surveillance program.

That portion of the clip actually refers to the Times' earlier decision to expose a warrantless wiretapping program.

Good teachable moment about accountability.

What is News and Who Decides?

We have talked about three kinds of stories that are news in every culture.

What are those? (Alerts, Diverts, Connects)

And what traits differentiate news from other kinds of information? (Verification, Independence, Accountability)

So...it's pretty simple, right?

We all know what is news and what isn't...

What is News?



Like this: Hurricane Irene heads for New York, weakens into a tropical storm and knocks out power to hundreds of thousands of New Yorkers, flooding hundreds of thousands in Jersey... That's a big deal in New York, so all three New York papers were focused on it.

It's clear from this that everybody agrees what is news, right?



But that was just one day...

Here is a more typical day, on which every paper has a different focus.

Whaaat?

What happened to those timeless story types? (alerts,diverts,connects)

...those three characteristics of reliable information that define capital J Journalism (VIA) values...?

The noble mission of Fourth Estate?

Definitions of News

How can we make sense of all those different newspaper covers ?

AND the decision to lead the morning Joe newscast with information about the jail term of Paris Hilton, a person with no obvious talent or education who is famous for...being famous.

What the heck **IS** news?

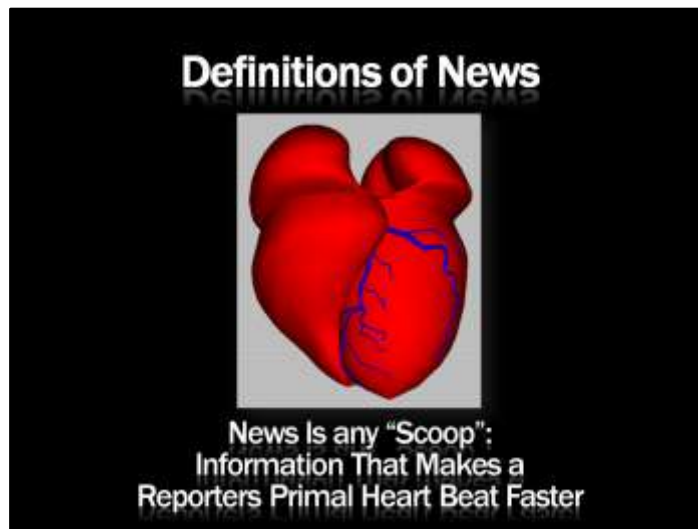
First, let's think about definitions you might have heard in movies or conversation...

Definitions of News



News is What's On Society's Mind

No new jobs were created in the U.S. last month, The first cougar in four generations shows up in Westport, the stock market is...rising and falling...Dead bodies on the South Shore...The Taliban is killing US Soldiers in Afghanistan again...if people are talking about it, It's news...



Great news organizations are driven by endless curiosity and dogged reporting.

Any time a reporter finds out something before everyone else, that's a "scoop" (START THE BEATING HEART ANIMATION WITH SECOND CLICK)

...and that newness in and of itself is sometimes enough to make information newsworthy, whether the scoop is information that alerts, diverts or connects us.



For better or worse, News is sometimes defined by the person in charge of the newsroom.

With all those stories to choose from every day, someone has to choose what gets priority and what does not.

(Ask for examples of stories they thought were buried that should have gotten more coverage)

Definitions of News



**News is Information Powerful
People Don't Want You to Have**

IRANIAN GREEN REVOLUTION PROTESTER FLASHING HER GREEN HAND

If someone does not want you to know something, doesn't that make you all the more interested?

That's a pretty good definition of news.

One kind of news that alerts is news that makes secrets into public information, like the violent repression of street protests in Iran after the Presidential election in 2009...or in Tunisia in January...or Egypt last Spring, or Syria this week.



(New York's new electronic voting machine)

Forgive us our idealism...this is a serious definition that doesn't leave much room for information that diverts or even connects...

But in the context of the First Amendment and citizenship and freedom, information that alerts is vital. That's the point of this course: that self governance doesn't work if you don't know what's going on.

Ask: What news outlets follow news that matters to voters?

Definitions of News



There's an old saying in newsrooms that the story of a dog biting a man is so common it's not news. It happens all the time...So what?

BUT.

If you've got a story about a man biting a dog...now that's news.



News is the basis for a lot of stand-up comedy and comedic shows. Not only do the people in news stories do funny things, but as the Daily Show and Colbert Report have shown, the news media itself can be pretty funny, in a serious way.

This is a funny observation by Seinfeld

And, as is always the case with the best jokes, there's some truth in it, too.

Because there's a limited amount of space on a website's main page...or a newspaper cover...or in a television news broadcast...not every story gets attention. Scarcity forces choices.

Those choices express priorities.

News, then, is PRIORITY information.

ASK: Whose priorities?



Again...Whose priority?

This is the New York Times' motto, prominently displayed every day on Page One. What they're saying is, *"We sift through all the news in the world and, using our best judgment, pick what we think is suitable for serious people."*

On good days, that means you'll learn cool things you might have missed.

It can also mean that the overwhelmingly white, rich and well-connected Editors of the Times tend to prioritize coverage of Ivy League universities at the expense of news about the colleges that educate the most New Yorkers: community colleges and state universities.

Definitions of News



Information
subject of
Public
That is
d and
to the
c Process
or Verification

This is the News Literacy definition of news: *“Information of some public interest that is shared and has been subjected to a journalistic process of verification.”*

That’s a definition you need to be able to write and speak about, using examples from the news you are now reading every day.

(Every Day...right?)

Four Factors That Determine News

1. Universal News Drivers
2. Editorial Judgment
3. The Audience
4. Profits and Competition

To help you make sense of what becomes news and what does not, we offer this rubric. Four factors seem to determine the priority given to newsworthy information.

- 1. Universal news drivers**
- 2. Editorial judgment**
- 3. Audience**
- 4. Profits and competition**

This is the blueprint for the rest of the lecture.

We'll examine these factors so you can analyze how a piece of information becomes news.

(For advanced students, add this: And then we'll start thinking about how this professional method is being replaced by algorithms and audience metrics and what impact that has on news consumers.)



The “news value” of a given piece of information is not an immutable ratio governed by precise calculations, but these categories help explain why one story goes viral and another does not.

WE assert (without scholarship) that in every recorded society, in every part of the world, in every period of history...newsworthy information tends to fall in at least one of these categories.

We call these News Drivers.

And no, we haven't been able to come up with a handy mnemonic like VIA.

You don't have to be able to recite the list, but you'll do better with the advanced analysis expected in the second half of the course if you can remember most of them. Memorizing them wouldn't be a bad idea.

These are the concrete expressions of our primal need for information that Alerts, Diverts, and Connects us.

You'll be asked in this course to apply the drivers to every story you read, stopping for a second to say...Why is THIS news? Which Drivers pushed this information to the fore?

You can assume that surrounding all of these is our demand for information about what is happening NOW. Hence the term “**NEWS**.” Think of immediacy as an accelerant. If a piece of information fits a driver and it is brand new information, that can propel it into newsworthiness.

The fact that there's a test in week seven matters a little today, but on the day of the test, it will matter to you a lot.



(ON THIS SERIES, A 2ND CLICK BRINGS UP THE DRIVER)

Asked if they read news about politics and government, students universally roll their eyes and say “Boring” ...Self-governance is serious stuff: very little Paris Hilton factor there.

President Obama proposes \$300 billion in tax cuts, local government aid, and spending on infrastructure such as roads and schools to create new jobs and kick-start the economy. This comes at a time when his ratings are record-low.

Which driver makes it news?

(CLICK FOR Importance)

ASK: Which primal need is satisfied by the story?

http://www.washingtonpost.com/politics/obama-jobs-plan-could-cost-300-billion-include-tax-cuts-new-spending/2011/09/07/gIQA2V9e9J_story.html



LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK)

What is the dominant driver that makes this news? In two weeks, a live or nearly live report from this scene public plaza might be of little interest, unless something big happens.

Timeliness can mean that an event becomes news because it happens in the context of something else that's news. Reindeer escaping the Central Park Zoo is a minor story in June. But if it happened December 23rd, it would probably get national attention.

But because it's happening on an anniversary, and is one small chapter in a historic event, it is timely and therefore news.

All news is driven by that Immediacy effect we talked about.

ASK: Which primal news need is satisfied (ALERTS, DIVERTS, CONNECTS)

http://www.washingtonpost.com/national/on-the-10th-anniversary-of-911-america-gathers-to-remember-the-unforgettable/2011/09/11/gIQA3WoqKK_story.html

<http://mediagallery.usatoday.com/10th+anniversary+of+9/11+in+New+York/G2702?csp=ftsmpg>



(LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK)

(Note, we built this two drivers: one for proximity, one for Unusualness. You pick. Unusualness is slide 38 in this draft)

Would this earthquake be front-page news in Kansas? Lead the TV news on the Tulsa station?

ASK: Which Driver makes this news in Brooklyn but not in Boise, Idaho?

ASK: Which primal news need is satisfied?

[://www.usatoday.com/news/nation/story/2011-08-23/Earthquake-rocks-East-Coast/50107542/1](http://www.usatoday.com/news/nation/story/2011-08-23/Earthquake-rocks-East-Coast/50107542/1)



(LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK)

The Census Bureau reported in September that one in seven Americans live in poverty and 50 million are uninsured. (These are the highest poverty rates in your lifetime.) They haven't been this high since 1993.

ASK: Which Driver makes this news?

ASK: Which primal news need is satisfied?



(LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK)

On the eve of 9/11, a truck bomb hits a Coalition Forces (NATO) base, injuring 77 U.S. soldiers.

In a series of coordinated attacks, Taliban fighters lay siege to the U.S. Embassy in Kabul on September 14. When it is over, 14 people are dead.

ASK: Which Driver makes this news?

ASK: Which primal news need is satisfied?



Babybump.wmv

(Link above-named video to this slide from Video resources folder)

(LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK)

Just launch the video. Next slide is the explainer.



(LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK)

More than 6 million American women get pregnant each year.

But when Beyonce announced she was pregnant, she set off a worldwide stampede to report the news that she and her husband, the rapper Jay-Z are expecting a child.

She made the announcement on MTV's Video Music Awards while Hurricane Irene was bearing down on the East Coast and she generated way more Twitter traffic than the hurricane. (In fact, Twitter said it set a record of 8,868 tweets per second)

So who is SHE? Rolling Stone named Crazy In Love the 118th Greatest Song OF ALL TIME, third on Rolling Stone's 100 Best Songs of the Decade. Depending on who you ask, she has sold 130 million albums.

<http://abcnews.go.com/Technology/beyonce-baby-bump-twitter-record-bump/story?id=14412186>



(LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK)
Last week, the Palestinian Authority sought recognition by the United Nations. This bid for statehood was opposed by Israel. Republicans and Democrats used the event to hold fund-raisers and political rallies to convince their supporters they are the best allies of (fill in the blank) and therefore should get the votes of (fill in the blank).

ASK: What is the driver?

Information about conflict is news. It illuminates policy issues and defines characters.

ASK: Which primal news need is satisfied

<http://www.foxnews.com/politics/2011/09/19/palestinian-push-for-statehood-jeopardizes-millions-dollars-in-us-aid/>

<http://www.guardian.co.uk/world/blog/2011/sep/21/palestinian-state-un-live-updates?newsfeed=true>



(Link above-named video to this slide from Video resources folder)

Just run the video.

You'll explain in the next slide.



(LECTURER NOTE: THE HIDDEN “NEWS DRIVER” COMES UP AFTER 2ND CLICK)

A motorcyclist who was dragged beneath a car Sept. 14 in Logan, Utah, was rescued by bystanders who helped police lift the burning car and pull the man out from under the wreckage.

Brandon Wright was riding east on U.S. Highway 89 about 11:40 a.m., when a driver steered his BMW 530XI into the motorcycle's path from a parking lot across the street from the Utah State University campus, said Assistant Logan Police Chief Jeff Curtis. The driver of the BMW did not see Wright, who laid down his bike and slid into the car.

The motorcycle and Wright were pulled under the car, where the motorcycle's gas line was severed, causing the bike and the car to catch fire while he was trapped underneath, Curtis said.

Several bystanders rushed to the car and lifted it off Wright while officers and other witnesses pulled him out and moved him to safety.

ASK: What is the driver?

ASK: Which primal news need is satisfied?



(Howie's standby Human Interest story that is really a Magnitude story!)

Robert Shafran, 19, enrolls at Sullivan County Community College in upstate New York and right away, strangers start calling him Eddy and girls he doesn't know run up to give him hugs. A sophomore at Sullivan, whose best friend, Eddy Galland, had just transferred to Nassau Community College on Long Island, figured it out first and got the separated twins together. Hospital records confirmed what the boys figured out, and the New York press trumpeted the story of reunited twins.

Then the unbelievable happened. David Kellman, a freshman at New York's Queens College saw their picture in the paper and called Eddy Galland's house. "You're not going to believe this," he began, but documents at Manhattan's Louise Wise adoption agency confirmed it.

ASK: What is the driver?

ASK: Which Primal need is satisfied?

Robert, David and Eddy are triplets, born in that order, within 27 minutes of each other. They were handed to the adoption agency, which separated them without telling the parents of each that they had one of a set of triplets.



LECTURER NOTE: THE HIDDEN "NEWS DRIVER" COMES UP AFTER 2ND CLICK)

Using the spatial-based game Foldit, in less than two weeks gamers managed to decipher the complex structure of M-PMV, an AIDS-like enzyme that has stumped scientists for over a decade

ASK: What is the driver?

(Change: Change in the way science is conducted, using a Pro-Am partnership, and a step forward in fighting the disease, which is a change as well)

ASK: Which primal news need is satisfied?

<http://www.digitaltrends.com/gaming/gamers-solve-decade-old-aids-puzzle-in-ten-days/>

Universal News Drivers

Bird migration shift tied to climate change
Visitors passing through
Audubon Society study bird migration shift to climate change
MATTHEW TRESAUGUE
Copyright 2009 Houston Chronicle



Of 305 species tracked by the Audubon Society, more than half are spending the winter about 35 miles farther north than they did 40 years ago, according to a study to be released today.

Change

(LECTURER NOTE: THE HIDDEN “NEWS DRIVER” COMES UP AFTER 2ND CLICK)

Houston-area bird watchers aren't seeing as many goldfinches as they used to and people living north of Houston are seeing them for the first time.

It's not just in Houston. It's everywhere.

According to the Audubon Society, more than half of studied bird species are moving their range north .

ASK: What is the driver?

ASK: Which Primal need is satisfied?



(LECTURER NOTE: THE HIDDEN "NEWS DRIVER" COMES UP AFTER 2ND CLICK)

The remaining Big East schools have are vowing to tough it out together and rebuild the Big East Athletic Conference following the stunning defections of Pitt and Syracuse to the Athletic Coast Conference. Representatives from all seven remaining football-playing schools met in New York and pledged a commitment to stay.

ASK: What is the driver?

ASK: Which Primal need is satisfied?

<http://www.cbsnews.com/stories/2011/09/21/sports/main20109402.shtml>

http://espn.go.com/blog/bigeast/post/_/id/23802/schools-pledge-to-stay-in-big-east



(LECTURER NOTE: THE HIDDEN "NEWS DRIVER" COMES UP AFTER 2ND CLICK)

The Crazy Donkey Bar and Grill in Farmingdale, one of the Long Island music scene's best-known concert venues for years, has shut down, stunning employees and fans alike.

Promoters are scrambling to place the Donkey's full slate of fall shows, which includes up-and-comers Circa Survive on Oct. 25 and Kiss' Ace Frehley on Oct. 29, in other Long Island venues, perhaps the larger Patchogue Theater,...

ASK: What is the driver?

ASK: Which Primal need is satisfied?



(LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK)

The Chronicle of Higher Education reports that graduation rates are falling at many colleges and universities as students and their families struggle to pay during this economic downturn and face other pressures.

ASK: What is the driver?

(Relevant because it either describes their situation or that of a friend)

ASK: Which Primal need is satisfied?



(LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK)

John S. Toll, the second president of Stony Brook University, passed away on July 15 due to natural causes.

A scientist, he came to Stony Brook University in 1965. During his 13 years, the student population grew from 1,800 to 17,000.

ASK: What is the driver?

Relevance. Only in the Stony Brook campus newspaper would his passing be noted.

ASK: Which Primal need is satisfied?

<http://www.sbstatesman.com/john-s-toll-the-president-who-built-this-campus786>



(LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK)

The [Daily Telegraph](#) reports that an Indian man identified only as Ryalu checked into a hospital with severe stomach pain, only to find out he had a full female reproductive system in his body.

The doctors initially diagnosed the 35-year-old farmer with a hernia. But when they performed exploratory surgery they found a uterus, ovaries, fallopian tubes, and vaginal tissue.

Needless to say, he was "stunned." Especially since he's all man on the outside and had even fathered two children. He "has no problems whatsoever with his sexuality," according to Dr. Pramod Kumar Shrivastava, a surgeon at Chhindwara district hospital, who spoke to The Telegraph about the case.

ASK: What is the driver?

Unusualness. This is just unheard-of.

ASK: Which Primal need is satisfied?



(LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK)

Would this earthquake be front-page news in Kansas? Would it be the first story on the Yahoo News search if you were in Nebraska?

ASK: Which Driver makes this news in Brooklyn but not in Boise, Idaho?

ASK: Which primal news need is satisfied?

("One of this size is highly unusual," said Karen Fisher, a professor of seismology at Brown University and president-elect of the seismology section at the American Geophysical Union. "This is the largest earthquake by far that I am aware of occurring there in recent history.")<http://www.cbsnews.com/stories/2011/09/15/scitech/main20106680.shtml>



(LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK)

San Diego police say a suspect, dressed up as Gumby, tried to rob a 7-Eleven on Labor Day. The botched robbery happened just after midnight Monday in Rancho Penasquitos. Surveillance tape shows the costumed bandit telling the clerk he is being. The flexible suspect then tried to pull out what he said was a gun from his costume. Apparently flustered, Gumby dropped 27 cents on the floor and left the convenience store empty-handed.

ASK: Which Driver makes this?
(Unusualness)

ASK: Which primal news need is satisfied?

<http://losangeles.cbslocal.com/2011/09/07/gumby-botches-robbery-of-san-diego-7-eleven/>



Let's take a look at this story, which ran earlier this fall after Congress and President Obama fought over raising the debt ceiling. After an agreement was reached, Standard & Poors downgraded the U.S. Government's credit rating, from AAA to AA+. It was the first time U.S. government debt has ever been downgraded. The next day, the stock market dropped almost 600 points.

Ask: What are the drivers?

Possible answers:

Unusualness: Rating downgrade was first-ever for U.S. government bonds. First time ever from AAA (top rating) to AA+

Relevance: May affect the cost of your family's mortgage

Timeliness: This story ran the day the Dow dropped 595 points

Importance: The Dow is considered an economic indicator.

Credit ratings determine cost of borrowing for your gov't.

Proximity: Financial markets are headquartered in NY. Many local workers watched this happen.

Prominence: It wasn't Joe's rating service, it was Standard & Poors. And they said the President and Congress' actions justified the downgrade.

Magnitude: The downgrade is a numbers story, as is the 595-point drop, as is the increased cost to taxpayers.

Conflict: This is all about the conflict between the President and Congress over raising the debt ceiling to pay our bills.

Relevance: It's your government and you will pick the new president in about 11 months.

Change: U.S. went from a top-rated borrower to an almost-top-rated borrower.

Factor 2: Editorial Judgment



(Editors photo fades to reveal Editorial Judgment text)

So how does a news organization decide what gets news coverage? As we said in the last lecture, journalists have no more free press rights than any other citizen, they just get paid for it, while you have to do it on your own time.

In the past, American journalists wrapped themselves in the flag and first amendment and emphasized Importance, Relevance, Conflict and Change when choosing top stories.

As marketing data improved, editors began paying attention to what interests the audience and who is the audience is.

A big part of the job of leading a news organization is finding the balance between what the audience wants, vs. what it may need. Sometimes editorial judgment is affected by the pressure to keep up with competing news outlets and to make more money.

To be honest, it's somewhere between gut and science All of that is reflected in which stories are selected AND how they are played.

That's what we call Presentation... How a story is displayed, illustrated and described...in relation to the other stories that are selected by that TV Station, Web Site, Newspaper or Radio Station. Presentation is best evaluated in terms of Tone and Weight.

Tone: humorous, serious, conversational, scholarly indicates whether editors think the story alerts, diverts or connects.

Weight: The time and space devoted to a story indicates how important and/or interesting editors think it is.

Let's work as a class on giving stories the right attention based on importance versus interest.

Real-time News Judgment (Your Turn in the Uneasy Chair)

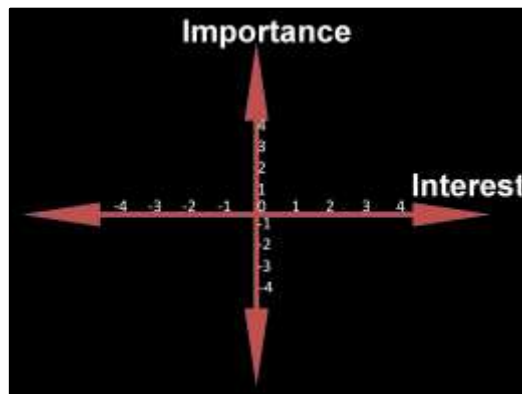
Place Each Story on the Matrix

POINT: THE MATRIX GAME

Let's say you are now in charge of news coverage for some outlet.

Your colleagues bring to you their final list of stories for the next deadline...Rate these stories on two simple axes: Importance and Interest.

This exercise is intended to help you practice your news judgment skills...to sit in the editors Uneasy Chair



First you'll rate the **IMPORTANCE** of the story on a vertical scale from a not-important Negative Four through a super-important Positive Four.

Then you'll rate the **INTEREST** on the horizontal axis, Negative Four through Positive Four. We'll graph each story.

You do this by clapping: Decide where you think this story belongs.

(Assistant's Name) will slide the story along the scale. You clap at **ONLY** the moment his/her hand hits the place you think it belongs on the scale.

When it passes your number, **STOP CLAPPING**.

We'll do the same with the Interest scale, from -4 (**BOOOORING**) to +4 (**WOW! TELL ME MORE!**)

Very Scientific...Ready?

The stuff that ends up in the upper right corner is the priority news at Your news operation.

Remember, only clap when the meter is correct.



Russian presidential elections are to be held on 4 March 2012.

According to a Levada opinion poll from March 2011, 27% of Russians wanted to see Putin be a candidate in the 2012 elections as opposed to 18% for Medvedev. Some 16% wanted both and 25% neither.

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

<http://www.forbes.com/sites/kenrapoza/2011/07/21/russia-readies-2012-pres-elections-but-who-is-running/>



Students from the Southampton Campus sued brand-new President Sam Stanley , Jr. last year, contending he short-cut the process by which decisions like this can be made. Southampton, with a total capacity of 2,000 students, offered undergraduate majors in Environmental Studies, Marine Sciences, Marine Vertebrate Biology, Ecosystems and Human Impact, Environmental Design, Policy and Planning and Sustainability Studies. It enrolled 800, but they won their suit and President Stanley was ordered to apologize for his hasty action. (He went back and crossed all Ts, dotted all Is and the same action was approved.)

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?



There are, according to tech bloggers, about 73 million iPhones in the world already. In mid-October, The Apple iPhone5 will be available for purchase by the general public.

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

http://technolog.msnbc.msn.com/_news/2011/09/16/7795264-iphone-5-arriving-by-mid-october-say-sources



ANIMATION: When you click, Greek Tragedy story fades out, speculation on US impact fades in

Greece's tax structure (and economy) no longer generate enough to both make loan payments and pay current expenses. All summer, diplomats and traders in the Euro zone have watched to see if the powerful European countries like Germany will step in to help Greece balance its checkbook.

Why should we care? Greece is a minor trading partner. Wouldn't a default in Greece make the most impact here? Consider the earthquake in Japan. It shut down critical automotive and parts manufacturing, which economists say hurt the U.S.

CLICK

And there are those who say the Greek default could hurt the European economy enough to deal another blow to the U.S. recovery at a delicate stage.

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

<http://www.moneynews.com/StreetTalk/Merkel-Euro-Bonds-Wrong/2011/09/15/id/411138>



(LECTURER NOTE: THE HIDDEN "NEWS DRIVER" COMES UP AFTER 2ND CLICK)

A new study that finds a significant drop in testosterone levels in new dads, suggesting that men may be wired to nurture, or at least not to be out catting around once they have children.

Northwestern University anthropologists speculate that the drop in the primary male sex hormone signals that fathers evolved to care for kids, not just to hunt for game and spread their genes around.

The findings are published in the latest issue of the Proceedings of the National Academy of Sciences.

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

(Reflect on the mapping and seek comments on whether they found it hard to decide what got priority)

http://www.msnbc.msn.com/id/44461486/ns/health-mens_health/t/testosterone-takes-dip-new-dads-may-wire-them-nurture/#.TnODnmVuR5U

Factor 3, Audience

What It "Needs"
vs.
What It Wants

Our third factor that drives News Judgment by professional editors and producers is the audience. And who is the audience?...YOU But different media outlets have different audiences. TV watchers are different from website skimmers and from newspaper readers. And within those groups, men, women, professionals, blue collar workers, retirees and 18-year-olds have different needs and expectations. Some might want more news that alerts, some might want more news that connects or diverts. And what about the obligation to serve the public? If the press plays a Fourth Estate role, how can it waste time on Paris Hilton? ASK: What is an example of news the Stony Brook Undergrad Needs?

Now how about an example of news the Stony Brook Undergrad WANTS?



The Economist Magazine vs. People Magazine

ASK: why are these two front pages so different

ASK: is this pandering , or is it public service, or is it good business?

Editors and producers add value to information and news by how much space or time they give to a story, and by its prominence. Beware of a simplistic dismissal of those who are audience-driven. Often a magazine like People can bring many more people to a serious health story, for instance, because as people browse the celebrity news, they will stop and read an important story.



worldnews.wmv

Here's an example of Network evening news. Pay attention to presentation, to tone and to the kinds of stories selected.

(AFTER SLIDE RUNS: Now let's look at a local Long Island newscast)



Eyeon.wmv

After Local News video:

ASK: What are the differences between those two clips?

Is that because of who produces it or because of who watches it?



LOCAL TV NEWS vs. NETWORK NEWS

Local TV tends to focus on local crime, local heroes and “news you can use” to save money or lose weight.

Network TV News in the evening tends to focus on politics, government, world news and demographic or consumer trend stories, although they also talk a lot about weight loss and health.

Editors and producers add value to information and news by how much space or time they give to a story. Does it lead the TV newscast? Those kinds of decisions send a signal to news consumers on how important or interesting they think a story is and why you should pay attention.

But they are also responding to your signals. If their story selection causes them to lose ratings, heads roll and new producers are brought in to bring ratings back up, usually by leaning more toward stories people want than what they need..

ASK: SO WHY THE DIFFERENCE BETWEEN LOCAL AND NETWORK TV STORY SELECTION, TONE AND WEIGHT?



Sensationalism is a negative term that gets slung around mostly when someone doesn't like a news report about a friend who has done something wrong.

You sense you are reading a sensationalist paper when you see white headlines on giant black bars, wacky stories, clearly opinionated headlines... Where is the line between serving a specific audience...and pandering to it?

ASK: what is your definition of sensationalism?

ASK: why would news outlets resort to sensationalism?

ASK: what do they gain?

ASK: what do they risk?



(Animation: this slide clicks through the various “most read” and “most emailed” stories on the New York Times promos list.)

Since you have been reading the New York Times every day, let’s take a look at how your choices drive news judgment. While the editors exercise their judgment each day to select some mix of interesting and important stories, reader data on lists like this re-stacks the editors choices into a virtual newspaper edited by you.

ASK: Who uses these lists to guide their reading?
Why?

How can that affect what you learn each day?

Is there a downside?

Some websites rely entirely on these audience measures. The editorial function-or mediation- has been totally replaced.

ASK: what do you think works best? Why?



(Animation: Slide Opens with Newsday Cover: Gilgo Beach sketches, Click for NYT version. Click for tab that shows it ran on A-22)

And now for the Fourth factor that affects news judgment: Competition and Profit.

The discovery of 10 bodies on the South Shore of Long Island has raised the possibility there's a serial killer at work there.

Is it Important?

Is it Interesting?

ASK: WHY Didn't the Times run it on Page One. Are they heartless?

What might profit or competition have to do with it?

http://www.nytimes.com/2011/09/21/nyregion/identities-still-sought-in-string-of-murders-on-long-island.html?_r=1&scp=5&sq=gilgo&st=cse



What about a day like this when two competing papers run the SAME story?

Of all the thousands of people who were assaulted, injured or killed during the protests in Egypt, none got more press attention than Lara Logan. The news that CBS' Chief Foreign Affairs Correspondent had been assaulted in Cairo while trying to cover the story became The Story of the day.

Is it Important?

Is it Interesting?

When you came across the story, did you ignore it?

If you were the editor, could you afford to ignore the story when your competitors are running it? What do you tell the Publisher when the competition sells out their newspaper racks and yours sit there unpurchased?

Forget profit....what about your competitive streak? You ok with getting "scooped?"

ASK: WHY DID THE NETWORKS AND CABLE NEWS KEEP RUNNING AND RE-RUNNING IT? (Moves discussion to ratings)

ASK: CAN YOU SUSTAIN AN INDEPENDENT NEWS ORGANIZATION IF YOU DON'T BRING IN THE RATINGS OR INCREASE SALES OF THE NEWSPAPER?

What is News and Who Decides? (You...sort-of)

We're now well into the News Literacy lessons of the course.

Between the Taxonomy of News and this review of the factors of editorial judgment: News Drivers, Editorial Judgment, Audience, and Profit & Competition, we now expect you to start making skillful comments about how news gets selected and displayed.

Next week's homework will be an excellent time to start using these terms.

Assignments:

The News Drivers Homework




Think of this assignment as the log of events on a voyage. The News Log assignments begin with us steering you to story subjects, news outlets, or news media that you might not otherwise seek out.


But the key is you have to actually go there, read or watch the material and record what you see...reflecting on the questions in each assignment.

The directions and selection of news outlets for each assignment will be posted inside your assignment folder on Blackboard.


You will be graded on how well you follow the directions, write clearly and logically, and provide specific examples or evidence to support your arguments. In all academic work, you must cite your sources completely; the News Log is no exception. A proper citation of a news source includes the name of the news outlet, the date of publication or broadcast, the headline, author's name, and the page number, where applicable.

Assignments:

 **Media Debates Chapter 10 and News Drivers Homework**
Deadline: Out at recitation.
Must be uploaded through SafeAssignment prior to your class meeting.
Your instructor may require a hard copy.

 **You Be the Editor**
Deadline: Out at recitation.
Inside this folder you will find:
1. A "budget," a list of stories that editors go over at a news meeting in order to decide what should or shouldn't run on the front page.
2. A mock front page of the "Story Shock Front": a newspaper that you and your classmates will be working on in recitation.
3. You may wish to bring some photos, images or illustrations to use in your mock-up.

Print out both documents. Bring them to class. **Read the budget before you get to class.**
As an editor, you will be making some tough choices about what goes on the front page and you'll have to explain to your colleagues why you make those choices. Prepare to back up your points.

 **What is Good News? Homework**
Deadline: Out at LE.
You must upload through SafeAssignment prior to LE meeting time.
Instructor may require a hard copy.

Come to recitation having read the handouts so you'll be ready to put together your version of what the top stories of the day are.

SLIDE SHOW OVER.

Is There Too Much Bad News?



SLIDE: IS THERE TOO MUCH BAD NEWS?

(NEXT SLIDE LAUNCHES THE ANNE MURRAY SONG)

So...we've been thinking about four factors that determine what is news: the Universal News Drivers as the day-to-day expression of our need for news that alerts, diverts and connects us...editorial judgment of the stories' importance and interest...audience impacts on what attracts readers and viewers...and the bare-knuckle fight for market share.

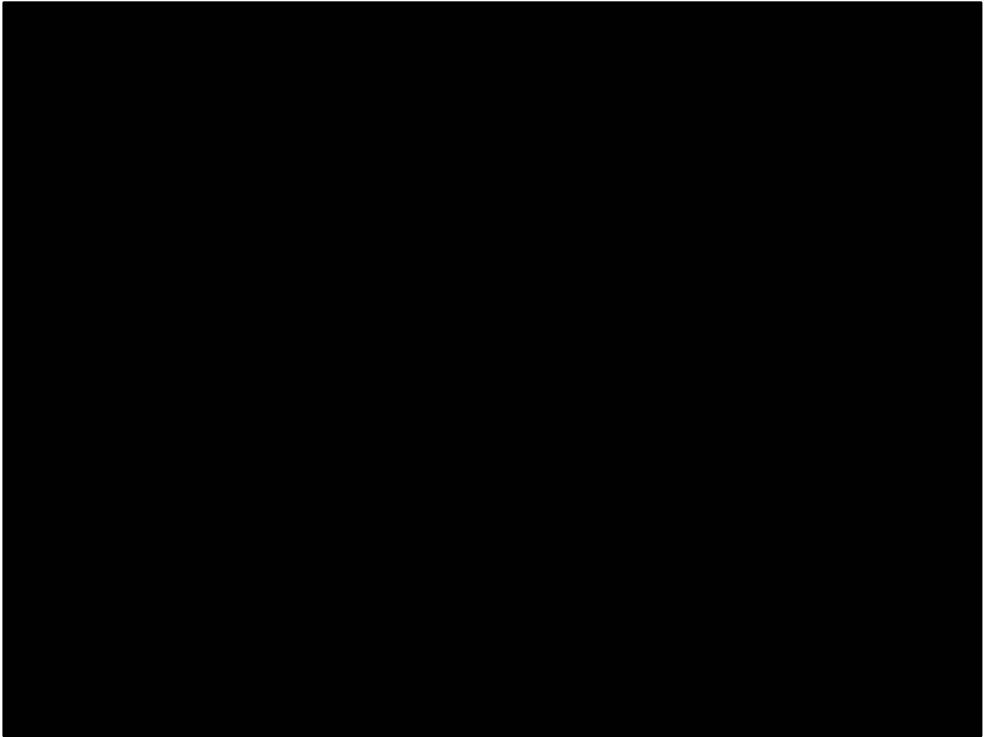
ASK: DO YOU PREFER TO READ SAD STORIES OR UPLIFTING STORIES?

ASK: WHY WOULD NEWS OUTLETS FOCUS ON THE BAD?

(prompt with reference to primal needs for information that ALERTS, DIVERTS, CONNECTS...)

Does bad news serve the audience or the news outlets profits? Is the preponderance of bad news a result of the dark worldview of producers and editors, or is it somehow linked to the watchdog role?

Here are the thoughts of one song-writer about one of the most common complaints leveled against the news media.



(LECTURER: NEXT CLICK LAUNCHES ANN MURRAY)



(LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK)

A Stony Brook student, Jeanine Rescigno, dies in a wreck on the William Floyd Parkway. Her death is reported by News 12, Newsday, The Three Village Herald, Patch.com, the Statesman and the Independent...

There are an average of 93 highway fatalities every day in the U.S. Is this death news in Queens? New Haven? Boston? Chicago?

ASK: Which Driver makes this news?

ASK: Which primal news need is satisfied

<http://threevillage.patch.com/articles/stony-brook-student-killed-in-shirley-crash>