

LECTURERS' ALERT

-5 MINUTES OF VIDEO

(but two listed are optional, would add ~1 minute)

CAVEAT EMPTOR: FOR THE MATRIX GAME, WE HAVE INCLUDED WAY MORE STORES THAN YOU NEED. WEED SOME OUT AHEAD OF TIME.

	bed news wtvv length: 00:02:07
	Bin Laden's Death wvtl length: 00:00:30
	morning news wvwa length: 00:01:14
	stalking wvwa length: 00:00:26
	world news wvwa length: 00:00:42

Digital Resource Center Extensions:

Whenever possible, we provide digital materials for use outside class to encourage solo work by students and accommodate a wider range of learning styles.

Extending this lecture:

The “Be An Editor” game on the website of the Poynter Institute for Media Studies’ News University, gives participants a number of experiences that can be used to encourage higher-order thinking about what becomes news, and what does not.

New this year, Florida Gulf Coast University’s “Face to Face” program allows your students to join a Skype conversation with a journalist in the field. Program director Lyn Millner also arranges readings, analysis and discussion activities built by faculty at Florida Gulf Coast University’s Journalism program. Users must register through News U’s website.



This slide is for instructors, not necessarily for student viewing.

While the News Literacy Digital Resource Center is under construction, we’re building new materials and cataloguing existing materials. This slide is where we’ll highlight materials that move lessons out of the traditional classroom.

After this lecture, students will be able to:

- 1. Use “News Drivers” vocabulary with precision to describe which kinds of information tend to become news.**
- 2. Analyze the role played by editors/producers, the audience and market forces in determining what is news.**
- 3. Use specific events and examples to illustrate the tension between journalism’s mission and market forces.**
- 4. Begin to address the news media’s preference for “bad” news.**

These skills relate to course outcomes 3, 4, 5 & 6

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.



(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 Brezinski 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, which was getting a lot of news coverage at the time.



ALTERNATE VERSION
(Set it up like this)
This is



(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.



Housekeeping, Announcements & Notes

**Fall Semester 2011 Scholarship winner
Gerard Lukas, with Prof. Scott Kravet**



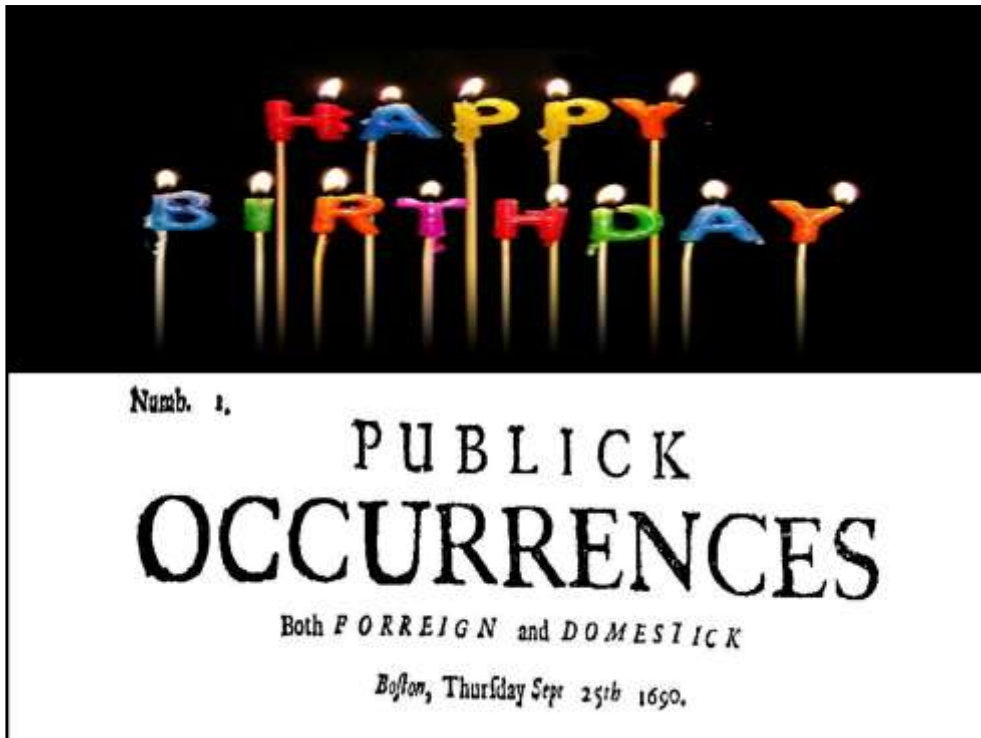
"I have a few issues with the advice you sent me. I think some of the things you said may actually be more harmful than helpful! Now, before you get on your spiel again about how colleges just want to make us 'part of the system,' I'm going to tell you about some of the more useful things I learned last semester..."

Will you be the next winner?

Matt was the winner for the Fall 2011 News Literacy Scholarship contest.

You can start working on the essay now, but it isn't due until the last week of the course.

Every student who gets an A (not A-, A) on their essay is automatically entered in the competition. Judges are pulled from an independent panel of experts. The prize at stake is one Semester's worth of free (in-state) tuition provided by New York Citizens Bank.



Remember the short-lived first newspaper in North America?
This week is its' birth-and-death day.



At 24, she is one of the youngest winners in the history of the top journalism award in the world: The Pulitzer Prize.

Her reporting brought to light the fact that, since 1998, top officials at Penn State University knew that one of Joe Paterno’s assistant coaches was raping young boys, sometimes in the football locker room shower, and did nothing to keep boys away from him.

In the wake of her reporting, and the prosecution that followed, Jerry Sandusky was sent to prison, head coach Joe Paterno was forced to retire, the President of the university resigned and the NCAA banned Penn from postseason title games for the next four years, took away all of the teams wins between 1998 and 2011 and hit the university with a \$60.

She speaks here on the evening of October 1st

and you get extra credit for listening

Still Stumped by Blackboard? Video Tutorials

lynda.com subject software author my courses search

- 1) Go to www.stonybrook.edu/lynda : You will have to type this out in your web browser or you may encounter errors.
- 2) Log on using your netID and password.
- 3) Create your profile using your name and email address
- 4) In the menu at the top, select Software, then B, then Blackboard
- 5) Under Blackboard 9.1, Select Blackboard 9.x Essential Training for Students

Introduction | Now playing: Welcome



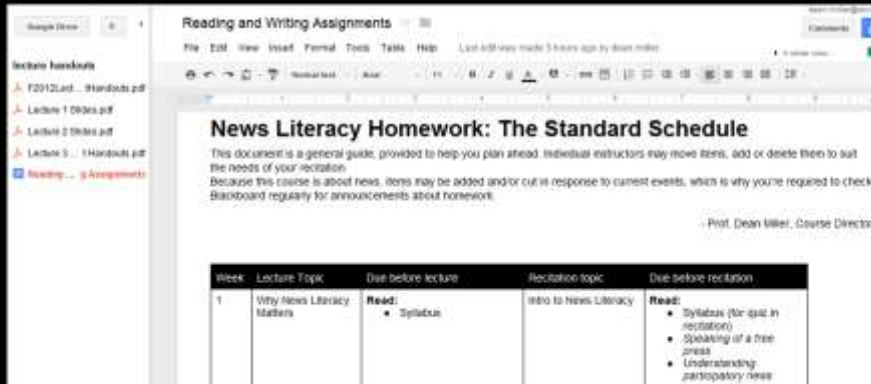
The video player shows a man in a dark suit and light blue shirt standing to the left of a large screen. The screen displays the word "welcome" in a simple, lowercase font. A play button icon is visible on the screen. The background is dark.

The

Taming Your Workload

Students have petitioned for redress of this grievance:
“Please give us more detailed notice of the work that lies ahead.”

This week, we posted this chart in the “Lecture Slides” folder.



The screenshot shows a Blackboard LMS interface. The main content area displays a document titled "News Literacy Homework: The Standard Schedule". The document text reads: "This document is a general guide, provided to help you plan ahead. Individual instructors may move items, add or delete them to suit the needs of your recitation. Because this course is about news, items may be added and/or cut in response to current events, which is why you're required to check Blackboard regularly for announcements about homework." The document is signed by Prof. Dean Miller, Course Director.

week	Lecture Topic	Due before lecture	Recitation topic	Due before recitation
1	Why News Literacy Matters	Read: <ul style="list-style-type: none">• Syllabus	intro to News Literacy	Read: <ul style="list-style-type: none">• Syllabus (for dist in recitation)• Speaking of a free press• Understanding participatory news

The

TEST REMINDER

Test #1 is given in recitation after “Opinion” lecture.
(check syllabus)

Test #1 covers all material *through* week 6: Lectures, readings, homework, videos, recitation materials.

Study Hint: Check the “After this lecture, students will be able to:” slide for each lecture.



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.

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?



September 7, 2012

(Morning after Obama speaks at DNC.)
It's clear from this that everybody agrees
what is news, right?

A More Typical News Day: Differences in News Decisions



But that was just one day...
Here is a more typical day
3 Days Earlier, the first day of the DNC, those
same three papers in that same city...with
three totally different top stories.
What the What??

NYT's above the fold stories were:

1. Democrats say U.S. Better Off Than Four Years Ago; Spirit of '08 Gone, Democrats Unite Against G.O.P. Threat;
2. Fears Rising, Spaniards Pull Out Their Cash and Get Out of Spain;
3. U.S. Is Near Pact To Cut \$1 Billion From Egypt Debt (After violating the embassy, I wonder where this stands now.)

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?

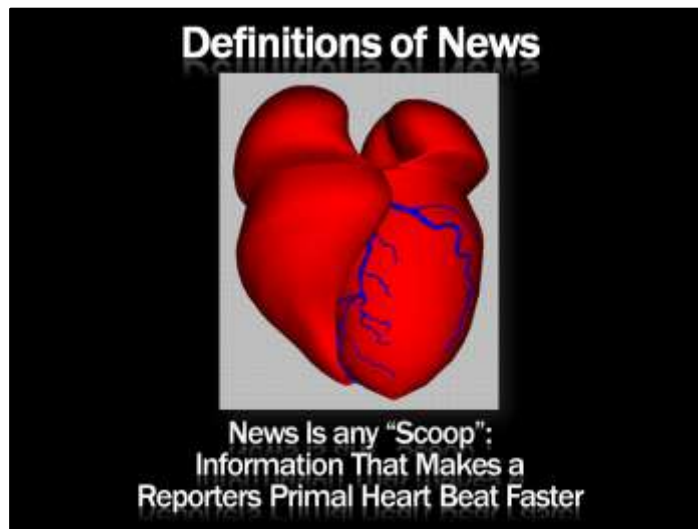
First, let's think about definitions you might have heard in movies or conversation...

Definitions of News



News is What's On Society's Mind

High winds knock out power across Long Island, Mitt Romney or Barack Obama say something dumb, Yankees Lose to Boston, ...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.

Definitions of News

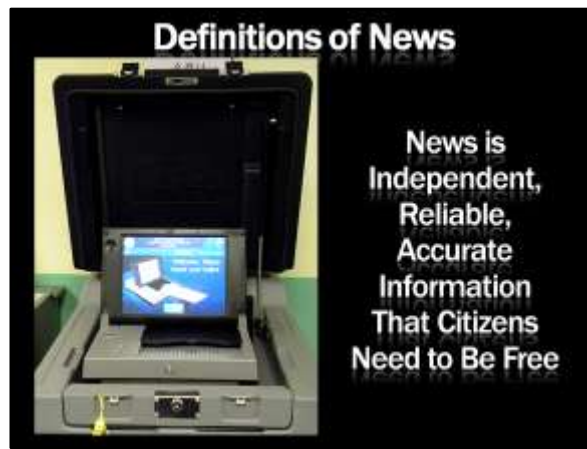


**News is Information Powerful
People Don't Want You to Have**

(Graphics of Romney Tapes (“47% don’t pay taxes and think of selves as victims” etc)package by Mother Jones Magazine and Obama campaign’s big-money contributors.)

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.



(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



Dog Bites Man vs. Man Bites Dog

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.

Definitions of News

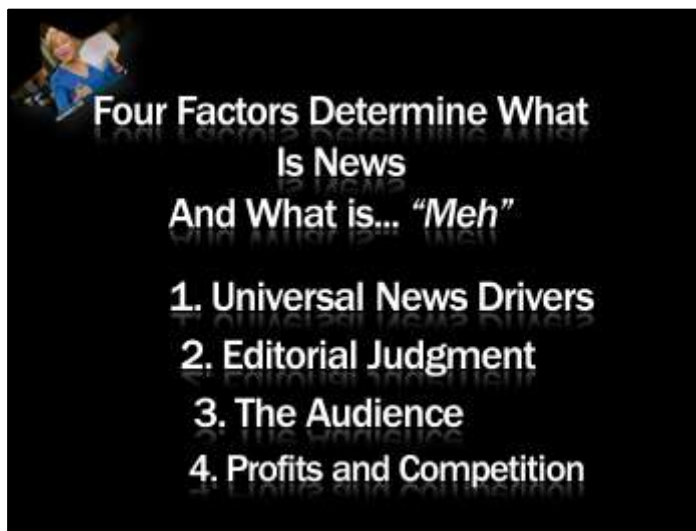


News is Information
About a Subject of
Some Public
Interest That is
Shared and
Subject to the
Journalistic Process
of Verification

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?)



(Mika picture to connect this to the opening)

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.

11 News Drivers

Prominence
Importance
Human interest
Conflict
Change
Peculiarity
Proximity
Immediacy
Timeliness
Magnitude
Relevance

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

WE assert that newsworthy stories tend to fall in one or more of these categories.

We call these News Drivers. Memorizing them wouldn't be a bad idea.

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 start to say, for example, “The drivers of this news story are prominence, change and proximity, but mostly prominence.”

These are more nuanced 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?

NEWS DRIVERS make information into NEWS

- ✓ **Prominence** (Famous participants increase interest)
- ✓ **Importance** (You're alerted to serious implications)
- ✓ **Human interest** (Through these stories of unique or universal experience, we celebrate or understand our humanity.)
- ✓ **Conflict** (History's first draft: Clashes of people, institutions or ideas)
- ✓ **Change** (Alerts us to opportunity or danger)
- ✓ **Peculiarity** (Unusualness – Man Bites Dog, alerts and diverts)
- ✓ **Proximity** (How close to home? The local news driver)
- ✓ **Immediacy** (If it just happened, it's breaking news)
- ✓ **Timeliness** (The calendar, with anniversaries or holidays or deadlines, is the crucial context of these stories.)
- ✓ **Magnitude** (These are stories driven by surprising numbers)
- ✓ **Relevance** (How wide is the story's impact and audience?)

For the purposes of this course, here is how we define each driver.

You can assume that surrounding all of these is the human demand for information about what is happening NOW.

That's why it's called "NEWS."

So, 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 or make it go viral.

(Read definitions)

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?

Coming next, I'll show you a story and you'll think about what News Drivers make it news.

Ready?



(ON THIS SERIES, A 2ND CLICK BRINGS UP THE DRIVER. After discussion, click to bring up Hidden driver)

In the U.S. House, 42 incumbents gave up their seats this year, which means about 84 people are running for open seats in Congress this year.

Does the New York Times Magazine devote a full page to every one of them as it did to this young man from Massachusetts?

Every other marriage ends in divorce. Why is this one any different?

And young people split and get back together all the time. “Rob and Kristen” meeting after their break-up is news because? (They are the stars of the “Twilight” hit movies)

ASK: Which driver makes it news?

Universal News Drivers

Kate Middleton pregnant? Duchess of Cambridge fuels baby rumors after turning down glass of wine

DAILY NEWS

Prominence



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

People refuse wine everyday. People get pregnant everyday. How could the possibility that someone is pregnant be news?

ASK: Which driver makes it news?

Universal News Drivers



Why does an army of reporters camp out at the White House all day and all night.
Let's watch this video and think about what makes it news.



(ON THIS SERIES, A 2ND CLICK BRINGS UP THE DRIVER. After discussion, click to bring up Hidden driver)

Link to above-named video.

After it runs:

ASK: Which driver makes it news?
(CLICK FOR Importance)

Universal News Drivers

The New York Times

Wonder Dog



Human Interest

(LECTURER NOTE: THE HIDDEN “NEWS DRIVER” COMES UP AFTER 2ND CLICK. After discussion, click to bring up Hidden driver)

Lecturer, I give you waaaaaay too much here, so that you can pre-read and summarize.

I’ve highlighted the key parts:

In May 1999, Donnie Kanter Winokur, 43, a writer and multimedia producer, and her husband, Rabbi Harvey Winokur, 49 s flew to Russia from their home in Atlanta to adopt Andrey, whom they renamed Iyal, and to adopt an unrelated little girl two days younger, whom they named Morasha. “Sometime after their 3rd birthdays, our wonderful fairy tale of adopting two Russian babies began to show cracks,” said Donnie Winokur, who is now 55. Unlike bright and cheery Morasha, Iyal grew oppositional and explosive, triggered by the sight of a cartoon image on a plastic cup, or an encounter with Morasha’s Barbie dolls, he threw tantrums that shook the houseIn a fast-moving car, he unfastened his seat belt and tried to jump out. He awoke every night in a rage.

. Finally he was seen by Alan G. Weintraub, a developmental pediatrician, who noted his small head, the small and widely spaced eye openings, the extra skin folds close to the nose and the way the middle area of his face appeared flattened. The doctor’s conclusion was a blow the Winokurs had not seen coming: Iyal’s brain and central nervous system had been severely, irreversibly damaged in utero by the teratogen of alcohol, resulting in an incurable birth defect: **fetal alcohol syndrome**.

“People with brain injuries aren’t able to reciprocate love in the ways you expect,’ says his mother. “You’re struggling with this cluster of emotions toward your child — love, but also anger, bewilderment, resentment, frustration and yearning.”

As Donnie found her footing in the parallel universe of special-needs families, she discovered that a nonprofit service-dog agency in rural Ohio placed [autism](#) assistance dogs with children. **Could a service dog help Iyal?**

The morning after (their service dog) Chancer’s first night in the house outside Atlanta, the Winokurs woke up after a full night’s sleep for almost the first time since 1999. They looked at each other in semihorror: was Iyal still alive? They found him snoozing beside the big yellow dog, the latter hogging the mattress. **Since Chancer’s arrival in the house, they’ve rarely been disturbed in the night.** Iyal may still wake up, but he’s evidently reassured by the dog’s presence and returns to sleep. **Chancer doesn’t know that Iyal is cognitively impaired.** What he knows is that Iyal is his boy.

Chancer loves Iyal in a perfect way, with an unconditional love beyond what even the family can offer him. **Chancer never feels disappointed in Iyal or embarrassed by Iyal.** Beyond cognitive ability or disability, beyond predictions of a bright future or a dismal one, on a field of grass and hard-packed dirt, between the playground and the baseball diamond, you can see them sometimes, the two of them, running, laughing their heads off, sharing a moment of enormous happiness, just a boy and his dog. ASK: Which driver makes it news?



ASK: Which driver makes it news?

http://www.huffingtonpost.com/2012/09/05/wyatt-erber-charity-donation_n_1858806.html?icid=maing-grid%7Cmaing6%7Cd124%7Csec1_Ink1%26pLid%3D201823



LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK
After discussion, click to bring up Hidden driver)

Timeliness can mean that an event becomes news because it happens in the context of something else that’s news. Reindeer escaping a trailer truck is a minor story in June. But if it happens in December? It gets national attention the way this one did.

ASK: Which driver makes it news?



LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK After discussion, click to bring up Hidden driver)

Ask: Why was this news?
(Look for them to articulate a news driver)

The national Highway Traffic Safety Administration says about 70,000 pedestrians a year are injured in traffic accidents...About 190 per day, all year long. So, is this wreck newsworthy in Kansas? How about New York City? How about Long Island? How about Stony Brook?

ASK: Which driver makes it news?



LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK
After discussion, click to bring up Hidden driver)
)

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?



LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK After discussion, click to bring up Hidden driver)

Every year for the last 10 years, this story was a top story in New York area papers.

One function of news is to help us build and maintain our collective memory of events that shaped our history.

ASK: Which Driver makes this news?

Timeliness



LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK After discussion, click to bring up Hidden driver)

Two major presidential candidates with different ideas about how to govern this country:

- Should we raise taxes on the wealthy to collect more revenue and make the tax burden fair?
 - Should we cut taxes on the wealthy to encourage them to invest their money and create more jobs?
- If everyone agreed on the best course, it wouldn't be very interesting. What makes this conversation newsworthy?

ASK: What is the driver?

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



LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK After discussion, click to bring up Hidden driver)

For years, heart disease was the major killer for U.S. Latinos.
But last week, the American Cancer Society released a report indicating that the leading cause of death for Hispanic Americans is now cancer.
That’s an alert.

ASK: What is the driver?



LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK After discussion, click to bring up Hidden driver)

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.

Bloomberg reports that Student Debt has risen to \$1 trillion and may be the next big U.S. debt crisis.

Why does this story get so much coverage in so many outlets?

ASK: What is the driver?

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

Universal News Drivers

THE
HUFFINGTON
POST

Darth Vader Robs Bank: Setauket
Chase Bank Robbed By Star Wars
Character (PHOTOS)

Post created: 07-22-18 08:54 PM | Updated: 07-22-18 07:58 PM



Peculiarity

LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK
After discussion, click to bring up Hidden driver)

A lot of robbers use force. This one used the Force, one reporter quipped, when he donned a Darth Vader mask to rob a Chase Manhattan branch in Setauket this summer (July).

Suffolk County alone has about 1 bank robbery a week, according to the FBI. None of those make national news.

Why did this one show up on websites and in newspapers nationwide?

ASK: Which driver makes it news?

The News Drivers, In Familiar Categories

WHO?

Prominence (it's news because of *who* is involved)

WHAT?

Importance (News and topics with great implications)

Human interest (People stories, may be more poignant than important)

Conflict (Clashes of people, institutions or ideas)

Change (Progress, regress)

Peculiarity (Unusualness – *Man Bites Dog*)

WHERE?

Proximity (How close to home? The local news driver)

This is a lot of new ideas.

So, let's think of them in one more way, to start building all those neural connections that make memories useful.

Before today, you might have learned that journalism is a piece of writing that answers the Five Ws: Who, What, When, Where, Why and sometimes hoW is a sixth W...(explain the joke)

So, if the Five Ws define news for you, you could re-arrange the News Drivers according to how they fit into that familiar rubric.

Here's what it would look like

The News Drivers, In Familiar Categories

WHEN?

Immediacy (Breaking news)

Commemoration (Looking back ... anniversary stories)

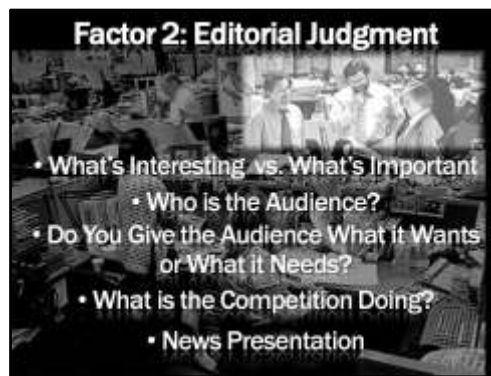
Timeliness (The calendar, with anniversaries or holidays or deadlines, is the crucial context of these stories.)

HOW MANY?

Magnitude (*How many?* Stories driven by surprising numbers)

WHO CARES?

Relevance (How wide is the story's impact and audience?)



(Editors photo fades to reveal Editorial Judgment text)

Now for Factor Number Two: Editorial Judgment

While the innate characteristics of a piece of information (prominent people...peculiar doings...and so forth) determines if it turns into news, there are also human factors.

So how does a news organization decide which information is news and which is not.

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, and competitors stole customers, newsroom leaders began paying attention to what interests the audience and who is the audience.

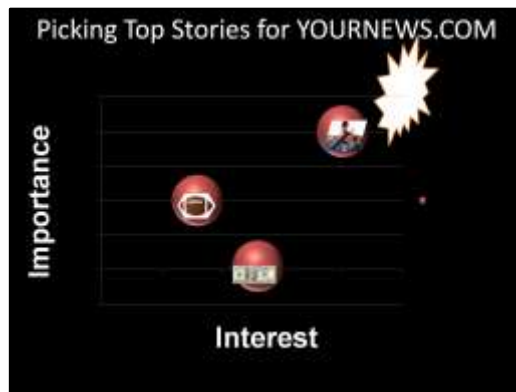
Today, a big part of the job of leading a news organization is finding the balance between what the audience wants, vs. what it may need. To be honest, it's somewhere between gut and science All of that is reflected in which stories are selected AND how they are played.

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 described 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.



Today, you're the operator of a news organization called YOURNEWS.COM

Your colleagues have brought you the list of stories produced by the staff and you have to pick the top stories.

You've got some self-respect. You want to do real journalism. But you also have bills to pay. You want to attract a lot of customers.

Let's warm up. First, I need you to clap, on three.

1-2-3

Clapping is how you'll rate the IMPORTANCE of each story to the audience and then its INTEREST to the audience. From 0 through a 10.

(Assistant's Name) will slide the story along the scale. You clap ONCE and at ONLY the moment the story hits the place you think it belongs on each scale. When it passes your number, STOP CLAPPING.

We'll graph each story and the ones that end up in that upper right hand corner by the explosion symbol...They are the bomb. They will be the stories your organization will focus on for the day.

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.

And let's work swiftly...deadline approaches and you can't have all these stories, just the best ones.

(LECTURERS. THERE ARE MORE STORIES THAN YOU MAY NEED. AHEAD OF LECTURE, WEED SOME OUT OR YOU'LL EAT A LOT OF TIME)



My guess is the word sequestration will cause some to immediately fall asleep.

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

[Video of shot](#)

http://www.youtube.com/watch?v=riR_SyhvB6s&feature=player_embedded

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



There was criticism of the coverage of the Paralympics. Are they less interesting than the Olympics? Critics have argued if journalists focused more on the stories of the athletes there would be more interest.

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

[Video of shot](#)

http://www.youtube.com/watch?v=riR_SyhvB6s&feature=player_embedded

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



Ask: People are arrested every day. Why was this news? Why is this news in the New York Post? (Look for them to articulate a news driver)
Proximity, Unusualness, Magnitude, Conflict

http://www.nypost.com/p/news/local/queens/authorities_bust_massive_booze_thrift_osjoxNc29PGtflQLD8R53L



Does your retirement plan pay taxes now or when you retire? If you have a 401(k) or IRA that isn't a Roth account, you will have less money than you thought.

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

<http://www.foxbusiness.com/personal-finance/2012/09/06/tax-issues-could-face-in-retirement/>



Last fiscal year, the government paid \$1.4 billion to collection agencies and other groups to get money from students that defaulted.

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

<http://www.nytimes.com/2012/09/09/business/once-a-student-now-dogged-by-collection-agencies.html?hpw>

Place the story on the matrix



Sweden aims to be cashless society



Only 3% of all financial transactions in Sweden use cash. Smart phones are used to pay for many things.

<http://www.aljazeera.com/video/europe/2012/09/20129812148701922.html>



Five pythons, one boa constrictor, two bearded dragons, two alligators, one gecko, one scorpion and one tarantula were discovered in a public housing project apartment.

http://www.nypost.com/p/news/local/brooklyn/cops_confiscate_alligators_snakes_iqUi7ssDTF7OBUrkmrV8FN

Place the story on the matrix

DAILY NEWS
NYDAILYNEWS.COM



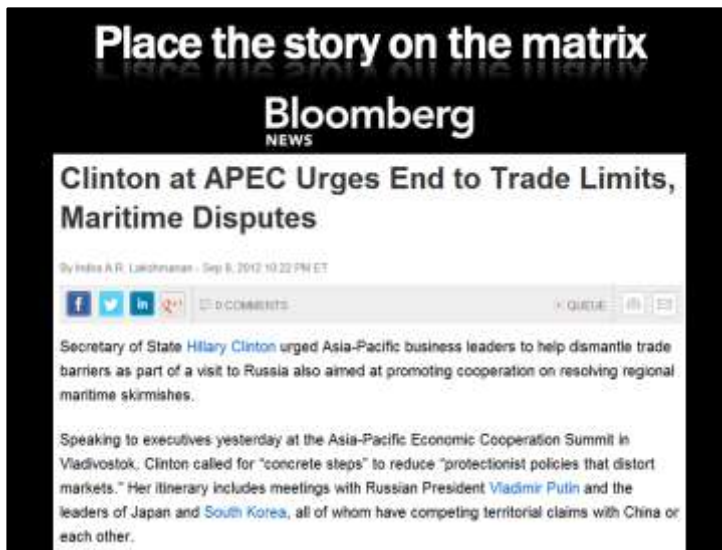
Driver of Fire Truck loses control and ends up on the divider on the Bruckner Expressway

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

<http://www.nydailynews.com/new-york/a-wheel-delicate-situation-article-1.1151573>



APEC is the Asia Pacific Economic Cooperation Summit.

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

<http://www.bloomberg.com/news/2012-09-09/clinton-at-apec-urges-end-to-trade-limits-maritime-disputes-1-.html>



LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK After discussion, click to bring up Hidden driver)

The death toll from the Syrian civil war keeps growing. Refugee numbers swell.

ASK: Which Driver makes these reports from Syria news?



The LIBOR scandal will likely be less interesting to students. Though, do they think it is important?

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

<http://www.bloomberg.com/news/2012-09-08/rbs-said-to-be-in-talks-with-u-k-regulators-over-libor.html>



Tech companies are trying to sell law enforcement software that can monitor your twitter and facebook accounts for leads on potential criminal activity. There's a question of whether a police department would be overstepping its bounds and how private your public web presence is.

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

<http://californiawatch.org/dailyreport/private-tech-companies-pitch-web-surveillance-tools-police-17846>



NASA had to improvise when the tools on board weren't working and the station was not able to use power from 3 of its 8 solar panels.

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

<http://www.theatlantic.com/technology/archive/2012/09/behold-the-toothbrush-that-just-saved-the-international-space-station/262035/>



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

Whether you're a religious person or a fan of Dan Brown's "DaVinci Code" novel about the search for Jesus' bloodline, news of this latest find by a historian caught your interest. A piece of ancient writing suggests these questions were already being discussed in the fourth century.

Importance? AFTER RATING ASK: Why this score?

Interest? AFTER RATING ASK: Why this score?

ASK: Which drivers are in play?

*"What Kind of News Organization
ARE You?"*

-Customer

Reflect on their mapping and seek comments:

- Was it hard to decide?
- Were they satisfied with the stories they had to choose from?
- If not, what was missing?
- Does the overall outcome – What's Hot and What's Not – surprising? Why or Why Not?
- Did they have an audience in mind?

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.

What the Audience Wants
Or
What the Audience Needs



The New York Post vs. The New York Times
Is there only a difference in quality?
Or are they intended for two entirely different audiences.

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. It's not necessarily an either-or choice.



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?

How the Internet Redefines "News Judgment"

The screenshot shows the New York Times website interface. At the top, it says 'The New York Times' and 'Wednesday, February 05, 2008'. Below this, there are two main sections: 'Most E-mailed' and 'Most Blogged'. The 'Most E-mailed' section lists 10 items, with the top one being 'David Brooks: The Materialist Fallacy'. The 'Most Blogged' section lists 10 items, with the top one being 'Paul Krugman: Severe Conservative Syndrome'. The interface includes navigation links like 'Home', 'Real Estate', and 'Arts'. At the bottom, there are partial logos for 'Power' and 'Consumer'.

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

Let’s take a look at how audience choices may 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 from the New York Times website re-stacks the editors choices into a virtual newspaper edited by the audience.

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, And now for the Fourth factor that determines what is news and what is ignored: Competition and Profit.

Let's start with the simplest form of Competition. A few cities still have pairs of newspapers slugging it out to gain the most readers.

And every city of any size in America has at least two, if not as many as five, television outlets.

ASK: How does this competition determine what is news and what is ignored?

Consider New York, where the Post and the Daily News are hawked on the street, from news stands and from coin boxes on every corner.

Some days, what's news is what one paper has that it knows the competition does not have.

Some days, they are both competing on the same story, seeking to outdo one another with the cleverest headline or most outrageous photo.

ASK: What kind of stories are less likely to be



ASK: Why is there so much sports news on local TV and in local newspapers?

We can debate this all day?

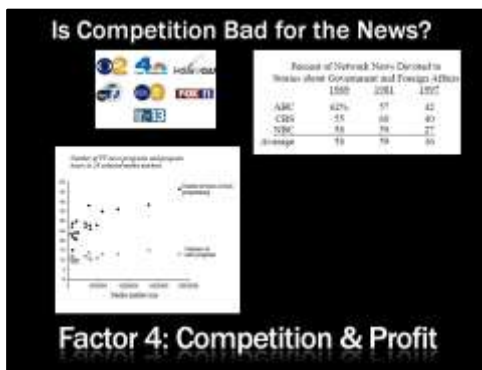
It may have to do with the mostly-male audience for sports and the mostly-male editors and news directors.

It might be because once one station starts, the others feel compelled to follow.

But it is also because sports fans are among the most loyal customers of a newspaper or TV Station and if you stop providing that coverage, they go away.

It's profitable. That's Why.

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



A UCLA political scientist named John Zaller set out a few years ago to question the idea that competition improves all products. Specifically, he wanted to see if competitive news markets offer customers better or worse products.

Now, we can debate his measures of quality all day. Mostly, he wanted newsrooms to focus on...political news.

But even if we don't agree this is a measure of quality, it is interesting to see how competition correlates with story selection.

Market competition, he wrote, seems to make a consistent difference. The U.S. produces some high quality TV journalism, but it is mainly on PBS, where it is shielded from competition by a subsidy. Meanwhile, the lowest quality American TV news is produced in the most competitive news sector, namely, local television. Moreover, the very worst TV news is produced, as we shall see below, in the local markets that are most competitive. A

comparison of major British and American newspapers is also telling. In this domain, the America media, which still typically enjoy monopolies in their local markets, seem to have the quality edge over media in Britain, where the most important papers compete against one another in a national market.

<http://www.sscnet.ucla.edu/polisci/faculty/zaller/News%20quality%20paper.PDF>



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.

After this lecture, students will be able to:

- 1. Use “News Drivers” vocabulary with precision to describe which kinds of information tend to become news.**
- 2. Analyze the role played by editors/producers, the audience and market forces in determining what is news.**
- 3. Use specific events and examples to illustrate the tension between journalism’s mission and market forces.**
- 4. Begin to address the news media’s preference for “bad” news.**

These skills relate to course outcomes 3, 4, 5 & 6

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.

Assignments:

Always start by checking the "Reading and Writing Assignments" Chart in the "Lecture Slides" folder on the Blackboard site for your recitation. Then check the Announcements to see if your instructor has adjusted the standard list.

For Next Recitation:

Read:

Media Debates, Ch. 10

You Are the Editor (story list for in-class exercise)

You Are the Editor (print and bring Page One template)

Write:

News Drivers homework assignment

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: 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.

Bad News.wmv

(LECTURER: NEXT CLICK LAUNCHES ANN MURRAY)
News Fellow: Link above-named video to this slide

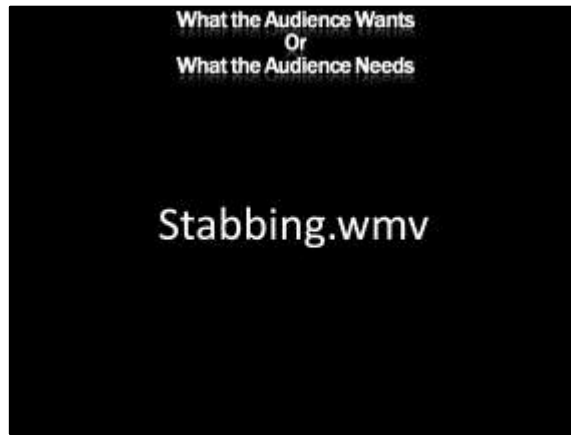


hus endeth the Lesson...



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)



If it bleeds, it leads.

http://www.ny1.com/content/top_stories/147818/teen-dies-from-stab-wound-following-brooklyn-attack



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?



(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



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/>



Feds use new strategy against employers of illegal immigrants

KANSAS CITY, Kansas — After an Overland Park couple were indicted, accused of knowingly hiring illegal immigrants and paying them less than other employees, federal authorities said Tuesday that they would seek to seize the couple's two hotels.

That symbolizes a switch from years past when employees often were the target. In many cases, authorities would pull up to a worksite, Grissom said, round up dozens of employees and load them on a bus. The next day, though, "they would be replaced by other folks," he said.

(Looking for drivers like Change, Importance)
Federal prosecutor went after the employer instead of the employee in an illegal immigrant case.

http://www.mcclatchydc.com/2012/09/12/168143/feds-use-new-strategy-against.html#storylink=omni_popular



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



LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK After discussion, click to bring up Hidden driver)

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.

.

http://www.cbsnews.com/8301-504763_162-20087568-10391704.html



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://abcnews.go.com/Entertainment/grammys-2012-adele-sweeps-jennifer-hudson-delivers-stirring/story?id=15571619#.TzmGzmVuR5U>



LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK
After discussion, click to bring up Hidden driver)

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/>



LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK After discussion, click to bring up Hidden driver)

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>



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<http://www.forbes.com/sites/jennagoudreau/2012/02/07/jobs-outlook-disappearing-dying-careers-outsourced-eliminated/2/>



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ASK: What is the driver?

Unusualness. This is just unheard-of.



LECTURER NOTE: THE HIDDEN "NEWS DRIVER" WORD COMES UP AFTER 2ND CLICK After discussion, click to bring up Hidden driver)

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)

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.

.

<http://www.foxnews.com/us/2012/02/08/texas-boy-6-reportedly-snatched-by-mountain-lion-at-big-bend-national-park/>



(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/>



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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.cbsnews.com/stories/2011/08/10/eveningnews/main20090911.shtml>



If one of your friends comes out, it's a big deal to them and their family and friends. But it's a private matter and who cares?

Ask: What makes this news?

(Looking for drivers like Prominence, change, unusualness, etc)

<http://www.usmagazine.com/celebrity-news/news/snooki-admits-shes-bisexual-201282>

<http://perezhilton.com/2012-02-08-snooki-considers-herself-bisexual#.TzU07XFSQUU>

Sure, it passes the test. It IS news. But is it important? Why do we care about these things? US Weekly and TMZ make a killing spreading around these pics, but what draws us to this kind of information? Most of us WOULD in fact rather read a story like this than something about tuition prices, but which matters more. We KNOW what's "important", yet we still make certain choices. Hang on to your hats for a little later in the semester when we talk more about this.



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

More than 6 million American women get pregnant each year.

But when Beyoncé 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>



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<http://www.tMZ.com/2012/02/08/gary-busey-bankruptcy-broke/#.TzI7m2VuR9R>



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(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>

A New Fee, But a Small Victory for Students



The controversial Academic Excellence and Success Fee, put off last December amid student protest, is set to hit students' wallets this semester.

Last semester students were informed through SOLAR that the University was going to back-charge \$37.50 for the fee, before retracting the fee a day later. Students taking 10 or more credits will be charged \$75 annually. This year, the fee will only be implemented for the spring

Ask: This was the main story in the campus paper. What about Newsday? What about the Los Angeles Times? Why would it get different attention from different papers?
(Look for them to articulate a news driver)



LECTURER NOTE: THE HIDDEN “NEWS DRIVER” WORD COMES UP AFTER 2ND CLICK After discussion, click to bring up Hidden driver)

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?

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.



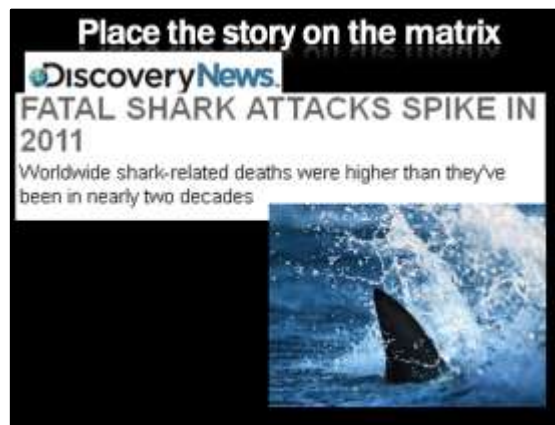
Ask: I thought what happens in Vegas, stays in Vegas. Why was this news?

(Look for them to articulate a news driver)

Prominence

You may want to say that in the U.K., the photos were not published at first because there are laws requiring a public interest in order to “invade” the privacy of someone (including public figures). Eventually, The Sun published them arguing it was a matter of the freedom of the press and that there is a public interest.

<http://in.reuters.com/article/2012/08/22/entertainment-us-britain-prince-naked-idINBRE87L08C20120822>



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?