

LECTURERS' ALERT

~7 MINUTES OF VIDEO

BP and Daily Show Gore are extras



After this lecture, students will be able to:

- 1. Use a standard taxonomy to precisely distinguish between information neighborhoods.**
- 2. Articulate how three traits define journalism as a source of reliable information.**
- 3. Use specific events and examples to illustrate clear understanding of independence and accountability.**
- 4. Make inquiries that reveal the reliability of a piece of information.**

These skills relate to course outcomes 1, 2 & 4

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.

Can You Trust The Daily Show to Give You the News?



OPTIONAL OPENING:

How informative is the Daily Show?

Does it Alert, Divert or Connect?

Last week we talked about the battle to control information.

That battle is waged daily as information peddlers of all kinds try to get your attention, push a point of view, sell something, promote their self interest, or sell ads around media that entertains you.

It's common for them to try to disguise it as news..

We will begin today to fill out the grid that helps you distinguish different types of information, and establish the first habit of smart news consumers: Always know what information neighborhood you are in.



ASK:

Is Jon Stewart a journalist?

-What is journalism?

-What makes someone a journalist?

(This is just meant to stimulate discussion and set the table for the lecture.)

Here's a Daily Show story about a small political movement to make Long a separate state from New York.

LECTURER: CLICK NOW TO LAUNCH DAILY SHOW SAMANTHA BEE STORY ABOUT LONG ISLAND SECESSION MOVEMENT (2:16)

lisecede.wmv

VIDEO NAMED ABOVE IS IN RESOURCES FOLDER . LINK HERE.

AFTER VIDEO RUNS...

ASK: So...**Is it Journalism or Not?**

What's the evidence for your answer?

Today we begin narrowing our focus.

We started with an overall history of information revolutions.

We studied the battle to control information.

Today, we begin to ask How do you sort out what is actionable and what is not? What is journalism and what is hype, spin, junk and propaganda?

Today, you'll start using a new set of critical thinking skills that will help you decide for yourself in a logical way. We'll give you vocabulary to articulate your findings.

A word I want you to memorize and learn today:

Taxonomy...An arrangement of objects or ideas into a hierarchy or systematic set of classifications.

A taxonomy works like this: Park Slope is a subset of Brooklyn and Brooklyn is a subset of New York City.

Using your Taxonomy of Information Neighborhoods, we will characterize information in a systematic way that highlights the distinguishing characteristics of news, promotion, propaganda, and raw information, all of which are subsets of Information in the same way Park Slope is to Brooklyn is to New York City.

As we practice these skills today, we'll continually return to these questions:

- How is news different from other information?**
- How can we tell the difference?**
- Why does it matter?**



You're watching the evening news when this segment on electronic games airs. Tucson Channel 9's News Anchors, toss to Robin Raskin for some information about holiday gifts.

LECTURER: CLICK NOW TO LAUNCH VIDEO (3:38)

KGUN_VNR.wmv

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

(Lecturer...after video runs, but before you click to next slide)

Was that journalism?

Why or why not?

(You'll return to this later to sort it out)

Key Lesson Of News Literacy
Number One

KNOW

YOUR

NEIGHBORHOOD

It's Easy to Get Lost

Key Lesson #1... “Know your neighborhood.”

Write that in big letters in your notes.

It's easy to get lost with so much information out there. Worse, there are people whose job it is to mislead you, for political gain or for business reasons.

Last week we talked about the idea that knowledge is power and ignorance is weakness. This is a corollary to that. If you don't know what kind of information neighborhood you're in, you could get ripped off or join a dangerous mob or embarrassing parade.

Now to some housekeeping

Housekeeping



Evening Lectures for extra credit

September 11: Doors open at 8 p.m. NYT Deputy Foreign Editor
Mike Slackman

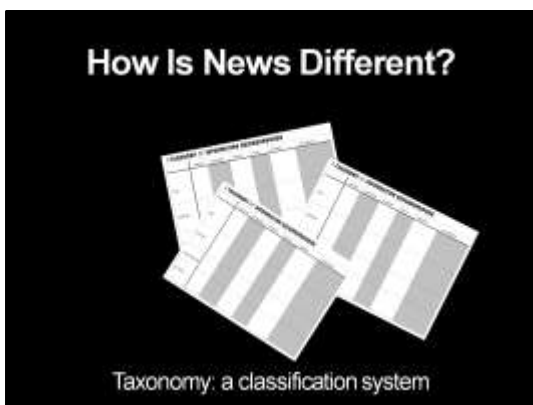
October 1: Doors open at 8 p.m., Investigative reporter Sara Ganim

The Stony Brook School of Journalism Presents



MICHAEL SLACKMAN





IF YOU HAVEN'T ALREADY. TAKE OUT YOUR TAXONOMY CHART.

One mark of an educated mind, in any field, is a muscular kind of critical thinking...the ability to sort similar ideas or objects into subgroups according to important distinctions.

Every specialty uses a Taxonomy, which is a system of classification. Think of the categories in the library. You'd be lost without those last few Dewey Decimal points.

You cannot succeed as an engineer, doctor, lawyer, banker, businesswoman or biologist unless you are able to see and describe distinctions.

To help you educate your mind in this way, we have built this grid. Once you can fill in this grid with precision, you will have taken the first major step toward becoming News Literate.



(ASK for suggestions of the primary goals, which you can write on the board, the Power Point, using the Symposium Pen, or just let student ideas hang in the air.

(Next Click brings up the Grid with Primary Goals in place)

How Is News Different?

A TAXONOMY OF INFORMATION NEIGHBORHOODS

	Journalism	Entertainment	Advertising	Publicity	Propaganda	Raw Information
GOAL	To Inform	To Amuse or otherwise engage people during their leisure.	To Sell	To Promote	To Build <u>Political</u> Support.	To Bypass filters
VALUES						
NEIGHBORHOODS						
DEFINITION						

Taxonomy = Clarity about differences among similar things

(LECTURER: NOW THE GOALS ARE FILLED IN)

Here's a head start on your homework. For the purposes of this course, here are the Primary goals of the different types of information...

Journalism: To Inform

Entertainment: To Amuse or otherwise engage people during their leisure.

Advertising: To Sell

Publicity: To Promote

Propaganda: To Build Political Support.

Raw Information: To Bypass filters

(AVOID: Long conversations about the other categories. This is News Literacy, not Media Literacy. For the purposes of this course, there is news and then there's everything else. The point of this lecture is to teach students to default to VIA to figure out what neighborhood they are in.)

Taxonomy: Advertising

Attracting attention by paying to have advertisements placed on billboards, in newspapers and broadcasts or on websites.



Let's start with definitions.

(On slide)

Opportunity to buy.

The Price

The features of the product.

An advertiser pays to deliver their information to you exactly as they want it.

Taxonomy: Advertising

Attracting attention by paying to have advertisements placed on billboards, in newspapers and broadcasts or on websites.



This semester, in addition to the usual ads we see, we'll be seeing a lot of political advertising.

The candidates pay to have their message delivered exactly as they want it said.

Taxonomy: Publicity



The measures, process or business of securing public notice. Information designed to enhance the image of a person, product or organization.

Similar to Advertising is Publicity.

But this is where you demonstrate your ability to note subtle differences between similar ideas.

Publicity or “PR” (Public Relations) is the process of attracting attention in a positive way.

There’s no overt “Buy My Stuff, On Sale Today Only” message.

Instead, classic PR tools include sponsorships, staged events, product placement, press releases, carefully worded public statements and other efforts to make goods, services and personalities more appealing.

So...after Election Day, When you are invited to ride on Air Force One, the President’s Jet, when you settled into your seat for a snack, what candy is served up with the White House seal on it? M&Ms.

No catch-phrase. No special price offers.

Just the boost that comes from ultimate product placement.

Publicity, as we said, is less in-your face.

Word gets around about those special boxes of M&Ms.

ASK: Which is more effective...Ads or Publicity?

Why?

Taxonomy: Propaganda



Information, ideas or rumors deliberately spread widely to help or harm a person, group, movement, Institution or nation. It is often biased or misleading, in order to promote an ideology or political point of view.

Next neighborhood.

We can argue it all day, but for the purposes of this course, we define Propaganda as Political, Not Commercial.

“Propaganda: information, ideas, or rumors deliberately spread widely to help or harm a person, group, movement, institution, nation. It is often biased or misleading in order to promote an ideology or political point of view.”

This, for example, is from a North Korean poster intended to do what?

<http://gizmodo.com/5821434/north-korean-propaganda-posters/gallery/1>

Taxonomy: Propaganda



Information, ideas or rumors deliberately spread widely to help or harm a person, group, movement, Institution or nation. It is often biased or misleading, in order to promote an ideology or political point of view.

Do you need to read Korean to get the message of this poster?

<http://gizmodo.com/5821434/north-korean-propaganda-posters/gallery/1>

Taxonomy: Propaganda



Information, ideas or rumors deliberately spread widely to help or harm a person, group, movement, Institution or nation. It is often biased or misleading, in order to promote an ideology or political point of view.

So you know, Propaganda isn't the tool of just one ideology.

What's the message of this ad?

Any symbols you notice?

(Flames of hell)

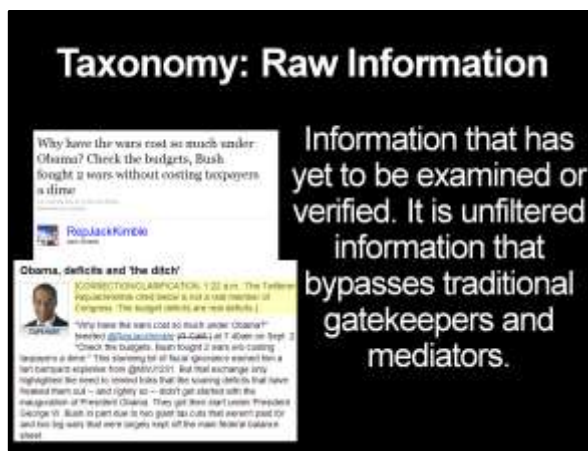
<http://www.designer-daily.com/examples-of-american-cold-war-propaganda-2918>



(Animates automatically. No click needed)
Next neighborhood. Next category on your Taxonomy.

Entertainment: something affording pleasure, diversion, or amusement, often a performance of some kind. (As opposed to recreation, and activity which you participate in, this is information, sound or imagery.)

ASK: What kind of information do you gather when you are watching a movie? Is any of it actionable?



ANIMATION: 2ND CLICK BRINGS UP COLUMN CORRECTION

Raw Information: Information that has yet to be examined or verified. It is unfiltered information that bypasses traditional gatekeepers and mediators.

Tweets or Facebook Posts are a good example.

In this example, Washington Post columnist Jonathan Capehart spotted a Tweet from “Rep. Jack Kimble, R-California” and used that as a jumping-off point for an entire article in which he examined in detail the origins of our current federal budget deficit.

One problem...There is no Congressman named Jack Kimble, from California or anywhere else...



Hacktivists at Anonymous have released a nearly 17-minute of a phone call between the FBI and its British equivalent (Scotland Yard) in which agents discuss progress on various hacker investigations.

The AP reports: *"Anonymous published the roughly 15-minute-long recording of the call on the Internet on Friday, gloating in a Twitter message that "the FBI might be curious how we're able to continuously read their internal comms for some time now." The humiliating coup exposed a vulnerability that might have had more serious consequences had someone else been listening in on the line.*

Most sensitive appears to be discussion of what legal strategy to pursue in the cases of Ryan Cleary and Jake Davis, two British suspects linked to Anonymous. The U.K. police official on the call said prosecutors were secretly going to court to delay procedures in order to give the FBI more time pursue a related case."

That's pretty newsy stuff.

But is the recording of the call journalism all by itself?

How about a cell-phone video showing a car wreck?

Why or why not?

<http://articles.latimes.com/2012/feb/03/business/la-fi-fbi-anonymous-20120204>

<http://www.latimes.com/business/technology/la-anonymous-leaks-fbi-phone-call-discussing-hacking-investigations-20120203,0,6035597.story>



(Animates automatically. No click needed)

Before we move along, it's time to talk about the ways these lines blur from time to time.

The film "Lawless" is based on a novel that purports to be based on the true story of the novelist's moonshiner relatives.

"Won't Back Down" is inspired by the events surrounding the takeover of the Sunland-Tujunga California schools by parents.

"The Amityville Haunting" uses real footage, we are promised, to tell the story of the house at 112 Ocean Avenue in Amityville, NY where, on November 13, 1974, police discovered six members of the DeFeo family father, mother and four of their five children -- shot and killed execution style.

ASK: What are movies like this? Are they documentary journalism? Fiction? Fibbing?

(Actor, recreation of the action and scene, etc)

News vs. Entertainment

'Based on Fact'
'Inspired By a True Story'

If it has actors, if it has the word
'drama' in its description, if it is
produced by the entertainment division
– it's not news, it's *entertainment*.

If it has actors in it and the word drama in its description it is entertainment, not news.

Watch for the disclaimers, i.e. “based on facts” or “docu-drama” Pay attention to the use of actors, recreation of the action and scene, etc. If those techniques are used, is the information verified, independent (neutral) and who is accountable for the truth of the “report.”

If it is produced by the entertainment division of that television network or cable company or film studio, it is not journalism. The success is measured by ticket sales or ad revenues or audience. Metrics, not mission.

Again, we can debate the fine points of this, but the point of today's lecture is that when you're looking for actionable information, basically there is journalism and then there's everything else. That's not to say journalists are saints. Just that journalism the way we define it (Verification, Independence, Accountability) is more reliable.



Be aware that the neat and tidy lines of the Taxonomy can get a little blurry. Here's a typical day on TMZ's homepage.

Even though it's about entertainment, does that mean it itself falls in the entertainment category?
Or is it a specialty news show?
So...how would you make one of those careful distinctions between news and some other neighborhood?

http://www.tmz.com/2012/02/05/mia-super-bowl-halftime-show-middle-finger/?adid=hero1#.Ty_8rmVuR5U



This is information that Diverts or even Connects us, but is it news?

Is there a journalistic rationale for this story?

... other than to promote or enhance the subject of the story?

In this case, Jessica Simpson's career, which was already faltering a bit, was in trouble when pregnancy reduced her ability to get non-stop publicity. In exchange for \$800,000, she gave People magazine and exclusive on her newborn daughter: pictures, interviews, the works.

Typically, when People does a story like this, the celebrity may be given the questions in advance and can send back answers typed up by...the celebrity or her/his publicist.

What pressures might be brought to bear on a news organization when it knows a famous face on the cover can guarantee 2 million magazines will be sold?

Do they promise to take it easy on somebody in return for that big payday?

We'll return to these questions in a few weeks, but entertainment is an area where information may look like reliable news when it's really a form of publicity or, arguably, advertising.

<http://search.people.com/results.html?Ntt=covers&type=ch:>

covers;&ct=c

What is News?

Information of some public interest that is shared and subject to a journalistic process of verification, and for which an independent individual or organization is directly accountable.



Maybe it will help settle those murky descriptions if we get around to the final definition: What is News?

For the purposes of this course, here's our definition.

“Information of some public interest that is shared and subject to a journalistic process of verification... and for which an independent individual or organization is directly accountable.”

A mouthful.

But like any good definition, it helps you distinguish news from things that merely look or sound like news.



Not so fast.

As we said earlier, what makes this course necessary is that there are people, lots of people, who want to mislead you. And while lots of people want to wrap themselves in the mantle of journalism, the yoke is very restrictive and almost nobody in the information business wants to wear it.

Your job is to figure out who is the difference between the poseurs and authentic, reliable journalists.

WHAT IS IT?

ANIMATION ALERT: THE TEXT JIGGLES A LOT

To help you train for the Great Race of a Lifetime, we've invented the all-new quiz show: "WHAT IS IT?"

First we'll show you an item.

You'll decide which neighborhood it belongs in.

You'll tell us HOW D'YA KNOW

And then, you'll explain either what makes it journalism or WHAT WOULD IT TAKE? to turn that information into actionable information you could use to make a good decision.

Ready?



Animation: Slide loads with Trip advisor logo, which says “Get the **Truth**. Then Go.” (emphasis added)

First click brings up headline for an online ad in which a writer offers to write a good review for \$5. Second click brings up ad text, and REVIEWS of this fake reviewer.

Ask: WHAT IS IT?

Ask: How many of you check the reviews of products on iTunes?

Amazon.com?

What other websites do you use that have customer ratings?

Do you yourself provide feedback on these sites?

How’s the advice you get?

(After discussion, click up the information that undermines Trip Advisor’s claims)

<http://fiverr.com/fringer/write-a-tripadvisor-review-for-your-hotel-or-restaurant>



So, when you check the reviews of products on Amazon.com before you buy, who is writing those reviews?

And now that you know about trip advisor...What IS IT?

What column does it fall under in our information taxonomy chart?

(Publicity...or maybe fraud)

HOW D'YA KNOW?



Using the terms on the Taxonomy chart, give me a detailed account of why it fits in that category.

(purpose, methods, etc)

Is it a signed review? Who is accountable?

How would you know if the person works for the place...or owns it...or was hired to write the review? Independence is compromised.

Here's an idea will start to explore in thinking about where we get information: Self-Interest...versus Independent.

Ask: Define those terms.

WHAT WOULD IT TAKE?

(TO MAKE IT JOURNALISM)

So if anonymity and self-interest makes those reviews unreliable, what would it take to make them reliable?

(Independence, a named reviewer, etc)

WHAT IS IT?



iPadintro.wmv

VIDEO NAMED ABOVE IS IN RESOURCES FOLDER . LINK HERE

This was Steve Jobs in a big room, meeting with all the reporters who cover the personal computer industry for a living. This is the day he introduced the iPad. (After video runs, ask WHAT IS IT?)

HOW D'YA KNOW?



Ask: What is it?

How did you know?

(explain correct answer,
referring to the taxonomy
chart)

WHAT WOULD IT TAKE?

(TO MAKE IT JOURNALISM)

Ask: If it's not journalism,
what would it take to
make it reliable,
actionable information?



Okay, this was delivered in the hard copy edition of the New York Times. It's a whole section about Russia. (Some anomaly of Powerpoint makes the image impossible to see here. I tested it. It's there. Try "slideshow from current slide" to set your mind at ease.)

WHAT IS IT?



So, What is it?

HOW D'YA KNOW?



And you chose that
neighborhood because...

Animation: After about 4 seconds, the yellow arrow and red lines call attention to all the ways this is identified as not a newspaper.

Distributed with the New York Times.

A Special Advertising Supplement to The New York Times.

...did not involve the reporting or editing staff of the New York Times.

So...is this a reliable information source about Russia?

What would it take to make it journalism?

WHAT WOULD IT TAKE?

(TO MAKE IT JOURNALISM)

Ask and discuss.

If you hear students using terms like Verification, Independence, Accountability, call attention to them.



ANIMATION: EACH CLICK BRINGS UP A WORD

These three characteristics are as essential to the Taxonomy of Information as color, shape and size are to the taxonomy of animals



You know about Venn Diagrams? They're another way to think about this if you don't like the neighborhood idea.

You're not in Chinatown unless you are in New York City, AND in Manhattan AND downtown (somewhere between Grand and Worth, Allen and Lafayette.)

The reliable information we're teaching you to seek has not just one or two of the key characteristics. It has all three.

These are three terms students are expected to begin using to characterize information in class and in homework assignments, starting today.

--**Verification:**

--**Independence**

--**Accountability**

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

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

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

What Methods Make Journalism Different?

*V*erification

*I*ndependence

*A*ccountability

(Mnemonic device: "Via")

ANIMATION: EACH CLICK BRINGS UP A WORD

For the purposes of this course, here is what we mean by these familiar words:

--**Verification:** The process that establishes or confirms the accuracy or truth of something.

--**Independence:** freedom from the control, influence, or support of interested parties.

--**Accountability:** Responsible or answerable for your work.

What Makes News Different?

Verification

Process that establishes or confirms
the accuracy or truth of something

ANIMATION: CLICK BRING UP DEFINITION
Let's look at some examples that help
define these terms.

-- Verification: A process of collecting
evidence that establishes or confirms the
accuracy or truth of something.

(This is a good place to plant seeds about
evidence and inferences, which are often
unsound. Introduce the phrase:
“Correlation does not equal causation” as
an example of inferences that may not be
sound.



Verification means not just taking one person's word for it.

In this December 2009 story about polluted water systems , The New York Times compiled and analyzed millions of records from water systems and regulators around the nation. The documents showed Safe Drinking Water Act violations have occurred in every state.

In Ramsey, N.J., for instance, water tests since 2004 have detected illegal concentrations of arsenic, a carcinogen, and the dry cleaning solvent tetrachloroethylene.

In New York state, 205 water systems have broken the law by delivering tap water that contained illegal amounts of bacteria since 2004.

What Makes News Different?

Independence

Freedom from the control, influence, or support of interested parties, coupled with a conscious effort to set aside any preexisting beliefs and a system of checks and balances.

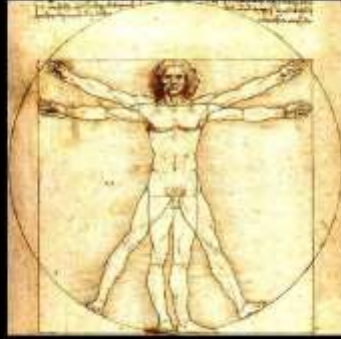
ANIMATION: CLICK BRINGS UP DEFINITION

Independence: freedom (of the journalist and the journalism organization) from the control, influence, or support of interested parties.

As important, (since objectivity is a fictional state of mind) Independence is guarded by a journalist's conscious effort to set aside pre-existing beliefs and be intellectually independent AND by a system of checks and balances by peers with the same goal.

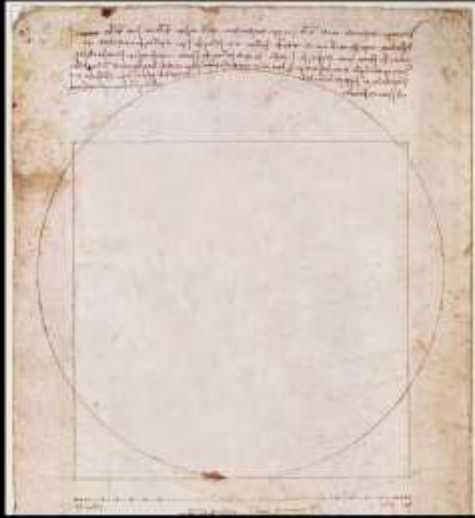
ASK: What Other Professions attempt independence?

Challenges to Personal Independence



You've seen Leonardo DaVinci's "Vitruvian Man", which was his ground-breaking reduction of human proportions to geometry. We use this memorable image to help you think about independence.

Challenges to Personal Independence



Animation: Click once to start. Each kind of pressure on independence comes in, along with the spiralling Vitruvian man.

Once we have linked our strong right arm with a cause – political, religious, social – our neutrality is compromised.

And our intellect, shaped by our unique experience and education, dictates how we see the world.

It's hard to remain neutral in a situation that involves someone we love: friends, family, partners.

Certainly we are protective of and therefore not able to be neutral about our means of support - a job, a profession, a wealthy benefactor.

No one can be perfectly independent of these forces. But an honest journalist is self-aware and works to counter the pull of these forces.



For example, several years ago, it was learned that Wal-Mart was paying bloggers to write good things about products and prices at WalMart.

Was this revealed? No. Readers thought those bloggers were genuine WalMart shoppers, not paid shills.

As of December 1, 2009, the Federal Trade Commission required bloggers, and prominent Tweeters and Facebookers to reveal any arrangements under which they are paid for posting specific content. If you receive gifts, money or any other type of compensation from a product manufacturer or service provider you have to disclose it. Ditto if you post criticisms of your employer's competitors. ASK: Why should this be Public Policy?

What are some of the steps you can take as a news consumer to be aware of what neighborhood you are in? Look for accountability.

Demand names, credentials and affiliations.

The Ethics Code of the Society of Professional Journalists has a strict standard: *"Distinguish news from advertising and shun hybrids that blur the lines between the two."*



Was this mayor, who submitted little news reports about his small city to the region's major newspaper, producing journalism?

Certainly he could verify, since as mayor he would know what the city was up to. But was he independent? What might be the primary goal of his reports?

And if he used a false identity, how could he be held accountable for the facts and balance of those reports?

Professional Journalists have developed guidelines to make Verification, Independence and Accountability concrete. The purpose is to reduce the impact that power, title or money can have on the integrity of information.

Here's what the SPJ Code of Ethics says:

“Journalists should be free of obligation to any interest other than the public’s right to know.”

(extra below)

- Avoid conflicts of interest, real or perceived.
- Remain free of associations and activities that may compromise integrity or damage credibility.
- Refuse gifts, favors, fees, travel, and special treatment, and shun secondary employment, political involvement, political office and service in community organizations if they compromise journalistic integrity.
- Disclose unavoidable conflicts.
- Be vigilant and courageous about holding those with power accountable. Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.
- Be wary of sources offering information for favors or money; avoid bidding for news.

<http://www.deseretnews.com/article/705394131/West-Valley-City-mayor-admits-using-false-identity-to-write-news-stories.html>



Like individual journalists, the organizations that gather and deliver information are pulled on all sides by owners, customers, suppliers and competitors. An ethical organization is open and transparent about those forces and takes steps to prevent those forces from skewing information. Possible? Perhaps.

What Makes News Different?

Accountability

Responsible or answerable
for your work.



ANIMATION: CLICK BRINGS UP DEFINITION
Accountability: Responsible or answerable
for your work.

Journalists put their name on their work. In many cases, their email address or phone number is attached to each report. That way, if the report is factually wrong, a news consumer or subject of a news story can report the mistake.

ASK: What other professions or crafts do this?



Shortly after the 2011 Tucson shooting, NPR, CNN and NewYorkTimes.com reported Congresswoman Giffords had died of her head wounds. All three soon discovered their errors and published corrections and apologies. That's what we mean by accountability.

Here's the applicable section from SPI's industry-standard code of ethics:

“Journalists are accountable to their readers, listeners, viewers and each other. Journalists should:

- *Clarify and explain news coverage and invite dialogue with the public over journalistic conduct.*
- *Encourage the public to voice grievances against the media.*
- *Admit mistakes and correct them promptly.*
- *Expose unethical practices of journalists and the news media.*

Abide by the same high standards to which they hold others.” <http://www.huffingtonpost.com/2011/01/10/media-outlets->

[apologize-a_n_806603.html](#)

<http://topics.npr.org/article/0eGMbGSbugbwy>

KGUN_VNR.wmv

Re-run the VNR just long enough to remind students.



Back to that report on electronic games.

It was paid for by a competitor of Apple, which is we she ran down the iPod and talked up lame out-of-date games.

When she was called on it, this is what the fake reporter said about her work.(read slide)

How did it get on the air?

It's called a VNR, (Video News Release)

PR firms write and film ready-to-run television stories about a client's product.

Say it's a candy company. The package includes interesting video of candy being made. Interviews with employees. A script with lots of good history and financial data on the candy industry and current trends.

This is sent to TV news directors. If they like it, they'll use the video and maybe even the script.

Here's how Alton Miller, a PR professor from Chicago and former Public Relations Director for the Mayor of Chicago describes it:

"The whole idea is that you're making it easy for the TV station to do a thorough, visually-interesting report without having to invest their own resources -- a camera crew to come visit the candy factory -- to illustrate it."

What's missing from a story like this?

Who was Raskin working for?

Apple's rivals.



Here's how you would break it down using VIA to decide if it's reliable or not.

V...Is the information verified? What says she is an expert”

I...Whose payroll is the Expert on? Is he or she independent? Will one company or product benefit from the report?

A...Look for Sign Offs (accountability) Who will answer if the information is false?

(Particular problem in local television reporting on medical news. Major sponsor hospital is the default interview for health news)

A TAXONOMY OF INFORMATION NEIGHBORHOODS						
	ISSUES	PERFORMER	METHODS	PROJECT	PROGRAM	AN INFORMATION
GOAL						
METHOD						
PROFESSIONS						
OUTCOME						

Taxonomy: a classification system

Between now and recitation, you are assigned to fill in the elements of this grid according to your understanding of the differences between these information neighborhoods.

Then in recitation, you'll turn it in ON PAPER and go through the chart with your classmates to cement these distinctions in your mind.

What Methods Make Journalism Different?

*V*erification

*I*ndependence

*A*ccountability

(Mnemonic device: "Via")

What's the Mnemonic device that we use to distinguish journalism from other information?

Drill that into your skull. All three elements are the key to knowing whether information is reliable or not.

So Who is a Journalist?

- Primary Mission is to **Inform the Public**
- Employs Journalistic **Methods and Values**

The Bedrock commitment of a journalist is to Seek Truth and Report it. Their primary mission is to inform by collecting and presenting information according to standards that define journalism.

You will see many examples this semester of people who wish to wear the mantle of journalism, but refuse to submit to the collar that restricts journalists from some parts of life everyone else takes for granted, like political activism, public expressions of opinions, etc.



The principal value of the Taxonomy is that it helps you to decide for yourself what is journalism, regardless of what label is adopted by the person who is delivering the information, if you keep an eye on the three traits that distinguish journalism: Verification, Independence, Accountability.

Wikileaks founder **Julian Paul Assange** says Wikileaks has released more classified documents than the rest of the world press combined: *“How is it that a team of five people has managed to release to the public more suppressed information, at that level, than the rest of the world press combined? It's disgraceful.”*

Verifies the material he broadcasts? Independent of affiliations? Accountable? Is he a journalist?

Bill O'Reilly, for many years a TV reporter, now has a Fox TV talk show host with killer ratings. Fans call him a defender of the Constitution and defender of traditional conservative values. Critics say he is a one-sided ranter playing politics while wrapping himself in the neutral mantle of journalism. How would you decide? Verifies the material he broadcasts? Independent of affiliations? Accountable to whom? Is he a journalist? Why does it matter?

Robin Roberts, co-anchor of Good Morning America, was a star sportscaster on ESPN before moving to the broadcast business' premier morning news show. But when you watch her discuss her battle with breast cancer, and interview actors flogging new movies, or authors making diet meals...do you see independence, verification, accountability? Is she a journalist? Why does it matter?

Soledad O'Brien, CNN's morning show anchor has produced special reports and documentaries on race for CNN, hosted a number of news shows and covered major stories from the presidential race to the Columbine high school shooting.? Verifies material before broadcast? Independent of affiliations? Accountable to whom? Is she a journalist?

Jon Stewart hosts an evening show that features interviews with key political and cultural figures, “Correspondent” reports on current events and issues, and commentaries by Stewart and other figures on the show. Lots of videotape of political events is used. .? Verifies material before broadcast? Independent of affiliations? Accountable to whom? Is Jon Stewart a journalist?

What about bloggers? In December of 2011, A federal judge ruled that a Montana blogger was not acting as a journalist when she lambasted an Oregon attorney in online statements that led to a \$2.5 million defamation judgment against her. Cox, 41, who represented herself in the defamation trial, said in court papers she began blogging about the Summit bankruptcy in 2009 as an investigative journalist. The judge found Cox failed to present evidence that she had any media credentials or affiliation with a "recognized news entity," or that she had checked her facts or tried to contact the other side to "get both sides of the story."

So Who is a Journalist?

- Subjects work to verification
- Makes a conscious effort to maintain independence
- Accountable: Stands behind work

Here are the key components of the code of ethics that binds journalists across the country to a common set of standards:

“Journalists seek the truth and should be honest, fair and courageous in gathering, reporting and interpreting information. “)

▪ *“Journalists should be free of obligation to any interest other than the public’s right to know.*

▪ *Journalists are accountable to their readers, listeners, viewers and each other.*

▪ *Journalism is a discipline of verification, not the mere recording of one point of view or another.”*

To Summarize, you should now able to:

- 1. Use a standard taxonomy to precisely distinguish between information neighborhoods.**
- 2. Articulate how three traits define journalism as a source of reliable information.**
- 3. Use specific events and examples to illustrate clear understanding of independence and accountability.**
- 4. Make inquiries that reveal the reliability of a piece of information.**

These skills relate to course outcomes 1, 2 & 4

Assignments:

Due at Recitation

1. Complete the Taxonomy of Information Neighborhoods Grid and **bring hard copy to recitation for discussion**
2. Complete and upload the Is YouTube News? assignment prior to recitation

Before Next Lecture

1. Read Media Debates chapter 10 in your Reading Assignments folder for next lecture.
2. Complete and upload the News Drivers Homework prior to lecture
3. Complete What is Good News? readings and upload written assignment prior to lecture



hus endeth the Lesson...



Have you seen these Web Reports on Acai (Ah-Sigh-Yee) Berry Diets?

Ask: What neighborhood are you in?

Consumer organizations like the Better Business Bureau and Consumer Reports observe that many Acai Berry juice pages like this include fraudulent claims of an Oprah Winfrey endorsement. In addition, news-like web reports like this, designed to look like they come from independent news organizations, often use near-identical language and claims (Lost 2 Dress Sizes, etc.)

Reading this introduction and conclusion from one such “Investigation,” what are your clues?

(Lecturer read excerpt) “With all the media coverage, you probably already know that the acai berry has become one of the most popular and controversial health supplements in the world...(and it goes on for pages)

*“CONCLUSION: Now that we have **went** through most of the key points of the controversy, it is time to weigh in on the score and make a conclusion. If you stay away from free trials and don't expect them to melt off 30 pounds of fat without exercise, the acai berry is 100% legitimate.”*

Alongside one Acai web News Report we scrutinized last week were dozens of advertisements for Acai Berry products and the “reporter” discloses that he gets paid every time a reader clicks on one of the web ads alongside the “report.”

Is Jon Stewart a Journalist?



The Daily Show Hosts Al Gore

Which brings us back to the Daily Show. Host Jon Stewart interviews newsmakers and the subject of every show is either news events or the coverage of those events.

Most of it is about politics and government and diplomacy...

Is the Daily Show your source of news?

Is it Journalism?

LECTURER: CLICK NOW TO LAUNCH Gore's egregious up-sucking VIDEO (3:33)

Daily_Show_Gore

**VIDEO NAMED ABOVE IS IN RESOURCES FOLDER .
LINK HERE.**

The Daily Show: Newscast or Not?



Re-ask: Is Jon Stewart a Journalist?
Is the Daily Show Journalism?
Why does it matter?
Is it actionable information?

How can raw/unfiltered information Become reliable?

KEEP US STRONG
WIKILEAKS

Viewing cable 06MOSCOW9533, A CAUCASUS WEDDING
If you are new to these pages, please read an introduction on the structure of a cable as well as how to discuss them with others. See also the FAQ.

Reference ID	Created	Released	Classification	Origin
06MOSCOW9533	2006-08-21 08:33	2011-08-21 07:44	CONFIDENTIAL	Embassy Moscow

VJCDZBRO04E
OF RUMEDU
06 MOSCOW 0823/01 2430429
ZNY OOOO ZNY
P 310430Z AUG 06
FM AMEMBASSY MOSCOW
TO RUEHC/SECSTATE MARSEC PRIORITY 1304
INFO RUMCIN/CIS COLLECTIVE PRIORITY
RUMBIL/MOSCOW POLITICAL COLLECTIVE PRIORITY

Thursday, 21 August 2006, 04:39
C O N F I D E N T I A L SECTION 01 OF 03 MOSCOW 009033
REFIDZ
RIFIDZ
NO 12958 EMSG: 06/20/2016
TAGS FOOO; EOOO; FZNY; AA
SUBJECT: A CAUCASUS WEDDING
Classified By: Deputy Chief of Mission Daniel A. Bussell, Reason: 1.4 (1, 4)
Summary

SI. (U) Weddings are elaborate in Dagestan, the largest autonomy in the North Caucasus. On August 22 we attended a wedding in Makhsachkala, Dagestan's capital. Duma member and Dagestan Oil Company chief Gafela Makhbaev's son hosted a celebration. The lavish display and heavy drinking concealed the deadly serious North Caucasus politics of land, ethnicity, oil, and alliances. The guest list spanned the Caucasus power structure -- guest starring Chechen leader Ramzan Kadyrov -- and underlined just how crucial the region's politics

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Articles

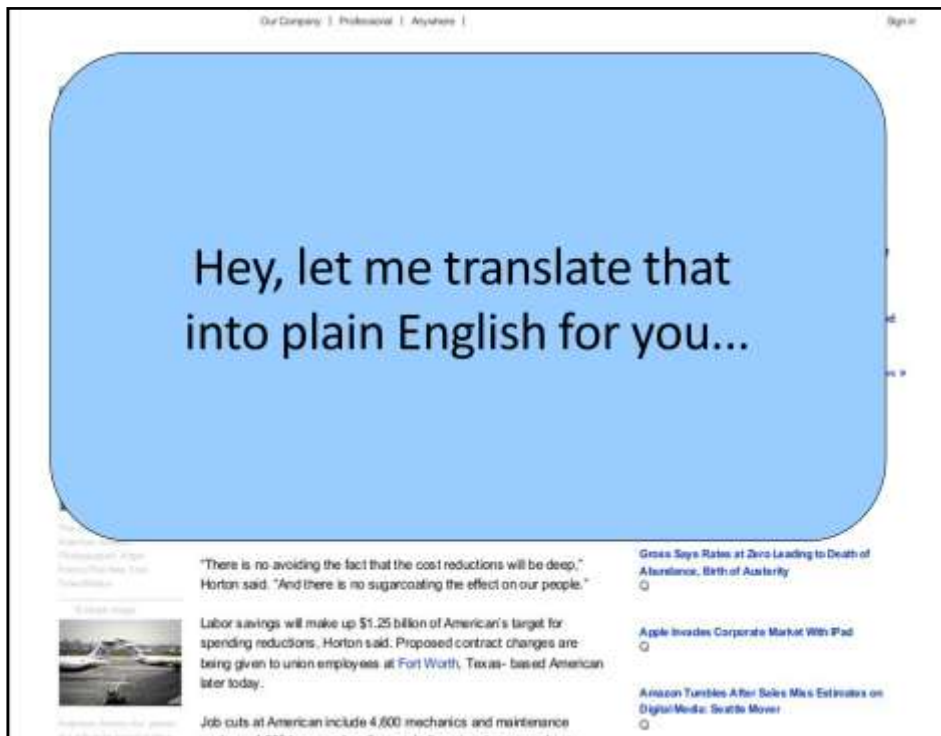
- Start
- Go Links
- United Kingdom
- Sweden

If you went looking for Classified U.S. State Department cables on the Wikileaks site, what neighborhood would you be in?

The information could alert or divert you...but can you trust that it's true? Is it enough of the story that you can make sense of it? Why bother with journalism, when the grist of news is right here in your hands? This cable includes an account of a riotous wedding in Dagestan, financed by petrodollars. Would you be wise to form your opinion of Dagestan's ruling elite from this cable alone?

<http://wikileaks.org/cable/2006/08/06MOSCOW9533.html>

<http://www.guardian.co.uk/world/us-embassy-cables-documents/76763>



Non-Stony-Brook Users of the feed.

These slides are being developed by a grad student.

You'd introduce the story: American Airlines announces labor decisions made in the wake of bankruptcy.

Here's a Bloomberg report. Is it News or Publicity? What values are missing?

A snarky set of comments were posted on this report that help students see the other side of the site.

Back the first question. Is American Airlines' press release publicity or does it qualify as news? (V.I.A.)

Related News: U.S. - Transportation

AMR to Trim 13K Jobs in Plan for Cuts

"We are firing 13,000 people."

By Jeffrey S. Stangor, Staff Writer, 12/11/11 10:07 AM

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Show 11

AMR Corp. (AMR)'s American Airlines said it will eliminate 13,000 jobs under a plan to cut operating costs by \$2 billion and boost revenue by \$1 billion a year as the company restructures in bankruptcy.

All work groups, including management, will see a 20 percent reduction in costs and the company plans to terminate its four pension plans, Chief Executive Officer Tom Horton told labor leaders in a meeting today. The job cuts would be about 18 percent of American's 73,800 employees.



The airline industry is facing a period of restructuring and cost-cutting. American Airlines is among the airlines that are being affected by these changes.



American Airlines is one of the airlines that is being affected by the job cuts. The airline is facing a period of restructuring and cost-cutting.

Labor savings will make up \$1.25 billion of American's target for spending reductions, Horton said. Proposed contract changes are being given to union employees at Fort Worth, Texas-based American later today.

Job cuts at American include 4,600 mechanics and maintenance

California Will Borrow Up to \$1 Billion to Save Off Impending Cash Crisis

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"A promise made is a debt unpaid."

Related News: U.S. - Transportation

AMR to Trim 13K Jobs in Plan for \$2B in

"Because after 9/11 and the airline bailouts, prudent fiscal management wasn't exactly our top priority."

Groups, including management, will see a 20 percent reduction and the company plans to terminate its four pension plans, said Executive Officer Tom Horton told labor leaders in a meeting. Job cuts would be about 18 percent of American's 70,000 employees.



Horton's message offered the first indication of what American might look like. The carrier struggled through annual losses and was battered by industry mergers against larger competitors before filing for bankruptcy on Nov. 29.



"There is no avoiding the fact that all the cost reductions will be deep," Horton said. "And there is no sugarcoating the effect on our people." Labor savings will make up \$1.25 billion of American's target for spending reductions, Horton said. Proposed contract changes are being given to union employees at Fort Worth, Texas-based American later today.



Job cuts at American include 4,000 mechanics and maintenance

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"Did we mention that the labor savings would be involuntary?"

OR

"Those pesky unions are no match for our bankruptcy laws."

Gross Says Rates at Zero Leading to Death of Abundance, Birth of Austerity

Apple Invades Corporate Market With iPad

Amazon Tumbles After Sales Miss Estimates on Digital Media: Seattle Mover

To: Mary Schlangensiefen - Feb 3, 2012 2:27 PM EST

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AMR Corp. (AMR)'s American Airlines said it will eliminate 13,000 jobs under a plan to cut operating costs by \$2 billion and boost revenue by \$1 billion a year as the company restructures in bankruptcy.

"Because, you know, who needs mechanics and maintenance workers?"

will see a 20 percent reduction in its four pension plans. Labor leaders in a meeting of American's 73,800 employees on what a restructured company might look like through four straight years of mergers that pitted the airline against bankruptcy protection on Nov. 29.

"There is no avoiding the fact that cost reductions will be deep," Horton said. "And there is no way of knowing the effect on our people."

Labor savings will make up \$1.25 billion of American's target for spending reductions, Horton said. Proposed contract changes are being given to union employees at Fort Worth, Texas-based American later today.

Job cuts at American include 4,600 mechanics and maintenance workers, 4,200 baggage handlers, 2,300 flight attendants, 400 pilot staff, the company said.

The carrier will boost revenue by increasing departures the next five years, by better matching aircraft to route products. Specifics weren't immediately available.

To contact the reporter on this story: Mary Schlangensiefen in Dallas at mary.s@bloomberg.net

Automotive Engineering jobs
Air Traffic Controller jobs

Firms Payroll Tax Cut Extension

California Will Borrow Up to \$1 Billion to Stave Off Impending Cash Crisis

Air France Workers Seek Strike to Protest Planned Merger

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Apple Invests Corporate Market With iPad

Amazon Tumbles After Sales Miss Estimates on Digital Media [Seattle Mover](#)

"Perhaps all you really need to know is this: we tell the person at Bloomberg what to write, and that person 'reports' the news."