



The average News Literacy student is 20.

A semester is about 99 days...

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

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

The first assignment for this course was the blackout, a chance to re-calibrate your sense of how much news you take in.

Well, what if you paid no attention to news for the last 99 days?

How has the world changed?



This school year started under a cloud.

A rare Eastern Seaboard earthquake hit while you were packing and planning. Only 5.8, but the first many Long Islanders had ever experienced.

Then, just when classes were to start, Hurricane Irene, the first hurricane to make landfall in the U.S. since Ike in 2008, came ashore at North Carolina, weakened to Tropical Storm Irene, but still knocked out power for almost a million people, including Stony Brook. Class cancelled. What changed was our faith in the grid.

2011's hurricane season, which just ended on November 30, brought the third-highest total number of named storms on record, tying 1887, 1995 and 2010. Is there a pattern in that data? Maybe the world IS changing.

Having dumped up to 32 inches in parts of the Northeast, the Halloween snow storm at its peak left 3 million homes and businesses without power. It was blamed for 20 deaths and by the Monday after, nearly 1.8 million customers were without power. It took more than a week for hundreds of thousands of people to get power back in Connecticut, Jersey and Massachusetts.

Whatever faith we had in the power grid after Irene was further shaken. And now we're embarked on one of the warmest, driest years on record.

[http://www.weather.com/outlook/weather-news/news/articles/looking-back-winter-2011-2012\\_2012-03-07](http://www.weather.com/outlook/weather-news/news/articles/looking-back-winter-2011-2012_2012-03-07)

99  
Days

## World Leaders Clinging to Power

### France Election Results: French President Sarkozy In Battle Of His Career

By JAMES HEARD | 2012/04/22 10:00 AM EDT



In France, Sarkozy barely hanging in there

In Russia, thousands surround Moscow to protest Putin's ballot-stuffing



**The peaceful transfer of power from one party to another is considered a kind of miracle.**

**In February, Russians said their election was rigged by Putin and his cronies and protested his victory.**

**In France, President Sarkozy was at presstime hanging onto his job by the barest of margins.**

[http://www.huffingtonpost.com/2012/04/22/france-election-sarkozy\\_n\\_1444318.html](http://www.huffingtonpost.com/2012/04/22/france-election-sarkozy_n_1444318.html)

## Secret Service Escort

Page: 1

### FIRST PHOTOS: Alleged Secret Service Escort Pictures

Posted 04.20.2012

**Read More:** [Secret Service Scandal](#), [Secret Service Escort](#), [Colombia](#), [Secret Service Pictures](#), [Secret Service Escort Pictures](#), [Secret Service Prostitution](#), [World News](#)

The Daily News has obtained a set of photographs (viewable below) that it claims are of 'Dania,' the 24-year-old Colombian escort whose run-in with a ...

[Read Whole Story](#)



### Those Secret Service Cowboys

Lauren Ashburn | Posted 04.19.2012

**Read More:** [Prostitution](#), [Colombia](#), [Ron Kessler](#), [Secret Service](#), [Secret Service Scandal](#), [Secret Service Escort](#), [Secret Service Prostitution](#), [Obama Secret Service](#), [Secret Service Obama](#), [Secret Service Colombia](#), [Politics News](#)

The elite Secret Service, charged with protecting the President and Vice President (and with investigating counterfeiting of U.S. currency) has been embarrassed this month by revelations that the advance team preparing for President Obama's trip to Colombia took the pause that refreshes with whiskey and call girls. A dozen secret service agents are implicated.



The fatal **shooting of Trayvon Martin** by George Zimmerman took place on February 26, 2012, in [Sanford, Florida](#), Martin was unarmed George Zimmerman is a 28-year-old community watch volunteer in the gated community. Zimmerman saw Martin walking inside the gated community where he was visiting his father and his father's fiancée. Zimmerman called the police to report Martin's appearance and behavior as suspicious. Shortly afterwards, there was an altercation, which ended with Zimmerman fatally shooting Martin once in the chest at close range. The circumstances of Martin's death, the delay in charging Zimmerman, and questions about Florida's [Stand Your Ground](#) law have received national and international attention. Director Spike Lee re-Tweeted what he thought was the home address of Zimmerman, but wound up focusing protesters on an elderly couple not related to Zimmerman.

It's been that kind of frenzy with political operatives using the story from all points on the spectrum to prove points.

<http://www.hollywoodreporter.com/news/trayvon-martin-case-media-abc-zimmerman-video-spike-lee-apologizes-305850>



This was the 100<sup>th</sup> anniversary of the sinking of the supership Titanic, in which 1,514 people died. Among the most interesting press coverage on this anniversary was the reporting on how the Titanic disaster created disaster coverage methods that are still in use.



Headed for a berth in Manhattan is the Space Shuttle Enterprise. The Shuttle missions have been cancelled and now the hull will be a tourist attraction on New York's waterfront.

<http://communities.washingtontimes.com/neighborhood/space-center/2012/apr/23/space-shuttle-enterprise-flight-delayed/>

<http://www.foxnews.com/scitech/2012/04/25/nasa-postpones-shuttle-enterprise-flight-to-new-york/>





Remember the case of the two missing women? Ms. Figueroa's disappearance was barely covered, while Natalee Holloway's disappearance was a national sensation. This semester, Holloway's killer confessed.

LaToia Figueroa, the other girl who disappeared was finally featured on America's Most Wanted and her body was found in the woods 13 miles south of Philadelphia. The father of her unborn child was convicted of killing her a year later.

<http://insession.blogs.cnn.com/2012/01/11/joran-van-der-sloot-pleads-guilty-regrets-actions/comment-page-2/?iref=obnetwork>



## Japanese boy's soccer ball lost in tsunami found in Alaska

Published April 22, 2012 / Associated Press



April 21, 2012. David and Yumi Dwyer hold a soccer ball and a volleyball which David found, at their house in the suburbs of Anchorage, Alaska (AP)

A little more than a year ago, we were watching nuclear plants in Japan burn and melt down in the aftermath of the earthquake and tsunami that struck in March of 2011. This month, debris swept to sea by the tsunami is making landfall in the U.S.

A 16-year-old who lost his home in Japan's devastating tsunami now knows that one prized possession survived: a soccer ball that made it all the way to Alaska.

A man found the ball while beachcombing on an Alaskan island, and his wife, who is Japanese, talked with its owner, Misaki Murakami, over the phone over the weekend. They plan to send the ball back to him soon.

About 19,000 people died in the tsunami.

<http://www.foxnews.com/world/2012/04/22/japanese-boy-soccer-ball-lost-in-tsunami-found-in-alaska/>



Roman Emperors demanded news from home, including gossip, and we watch celebrities, too. This semester's big news? The million-dollar ring Brad Pitt ordered up for Angelina Jolie. They've decided to get married after all.

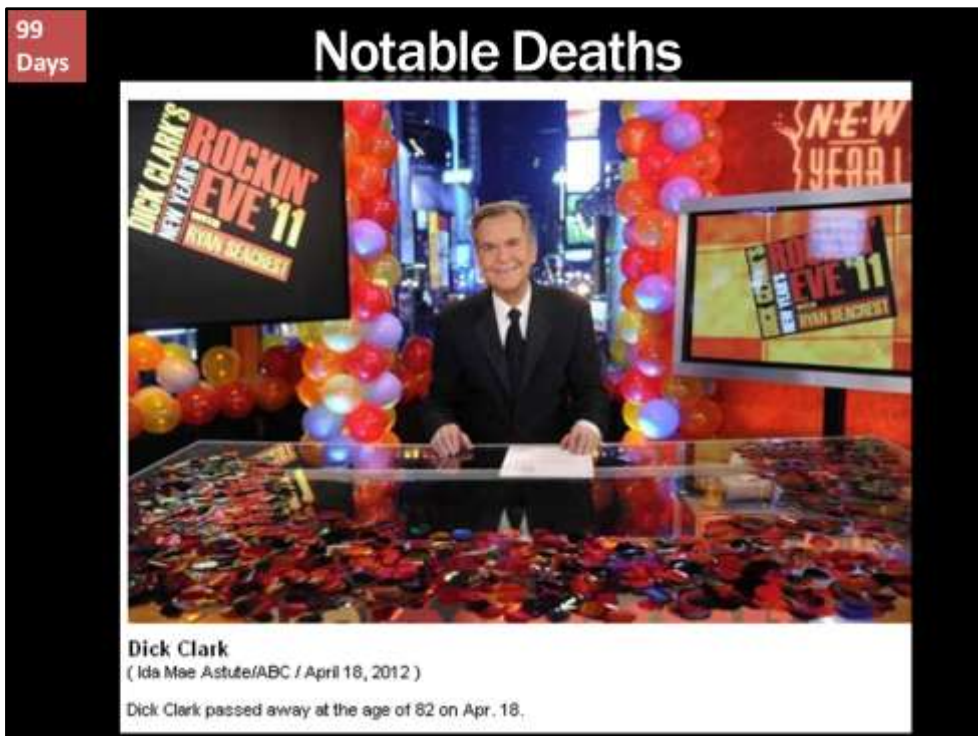
<http://www.foxnews.com/entertainment/2012/04/13/brad-pitt-and-angelina-jolie-are-engaged-reports-say/>

[http://www.huffingtonpost.com/2012/04/13/angelina-jolie-engaged-brad-pitt-ring\\_n\\_1424539.html](http://www.huffingtonpost.com/2012/04/13/angelina-jolie-engaged-brad-pitt-ring_n_1424539.html)



**Our wildest story from the deconstruction workbook, the “pregnant man” has a new post script this semester. Thomas Beati is separating from his wife.**

<http://abcnews.go.com/blogs/health/2012/04/20/pregnant-man-thomas-beatie-separates-from-wife/>



Dick Clark, tainted by scandal in the 1950s for secretly promoting his own company's records on American Bandstand, recovered his reputation and went on to have one of the longest careers in broadcasting. American Bandstand ran from 1952 to 1989 and Clark hosted New Years Eve shows from Times Square even after he had a stroke.

99  
Days

## Notable Deaths



**Levon Helm**

( Douglas Mason/Getty Images / April 17, 2012 )

Levon Helm, longtime drummer of The Band, died after a long battle with throat cancer on Apr. 19. He was 71 years old.

Rock Great Levon Helms, drummer of The Band, died in April of throat cancer. Hits like “The Weight”, “The Night They Drove Old Dixie Down” and “Up On Cripple Creek” were anthems for several generations of rock fans.

99  
Days

## Notable Deaths



**Thomas Kinkadee**  
(Brad Barkel, Getty Images / April 8, 2012)

Kinkadee, whose luminescent, homespun scenes captivated millions even as critics scoffed, died alone at his home in Los Gatos in northern California of apparently natural causes, according to family spokesman David Satterfield. Kinkadee was 54.

Critics hated him, but painter Thomas Kinkadee's landscapes hung in more American homes than the work of any other painter. He died in April at age 54.



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Days

## Notable Deaths



**Mike Wallace**

( Evan Agostini/Getty Images / January 22, 2012 )

"60 Minutes" reporter Mike Wallace, pictured here in 2004, passed away this morning at age 93.

Mike Wallace, one of TV news' most gifted and tough interviewers, died at age 93. He invented the in-your-face style for which 60 Minutes became famous and helped make it the most popular – and profitable – TV news show of all time.



99  
Days

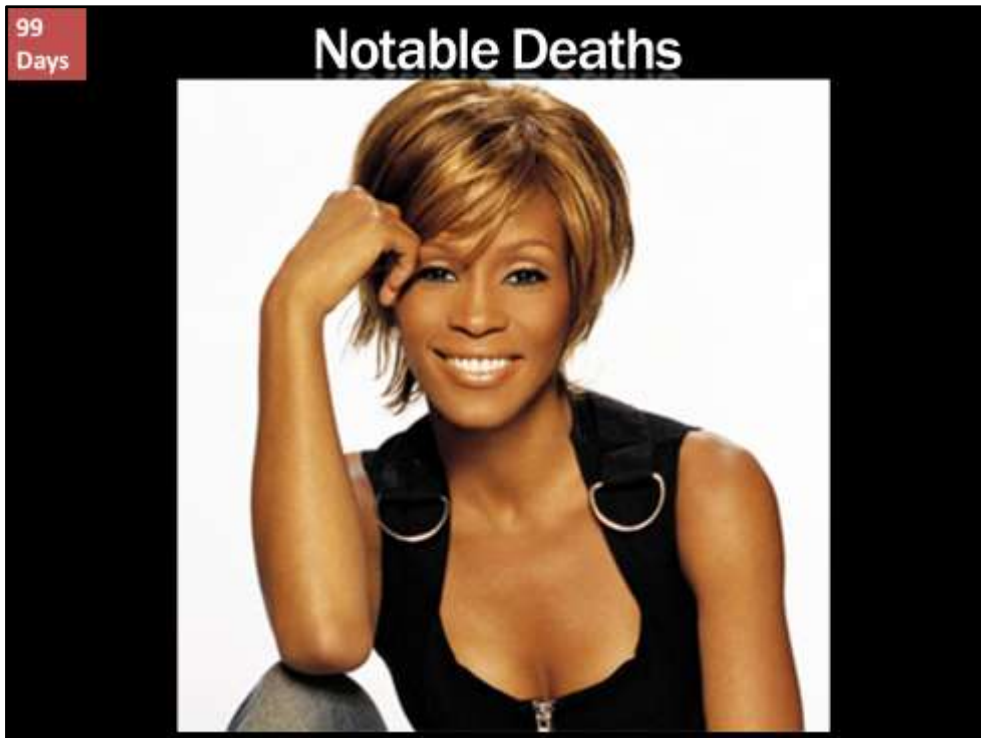
## Notable Deaths



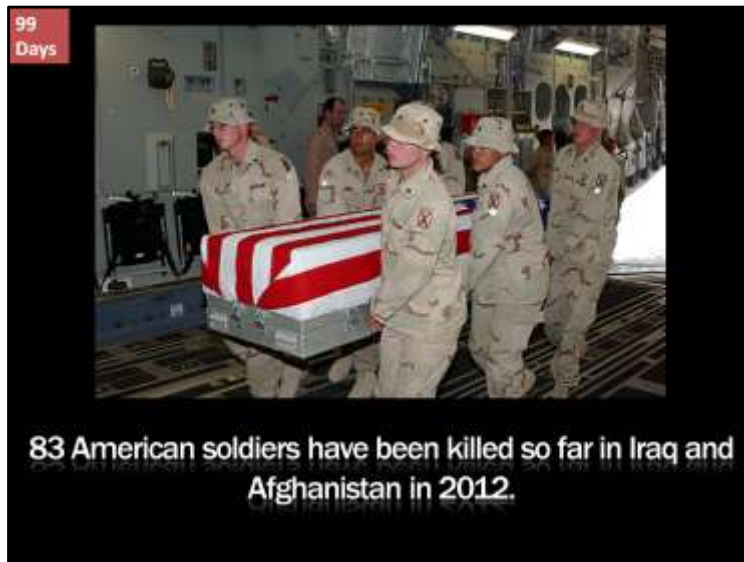
**Pope Shenouda III**  
( Amr Dalsh/Reuters )

Pope Shenouda III, the 117th Pope of the Coptic Orthodox Church of Alexandria and Patriarch of the See of St. Mark Cathedral, died on March 17, 2012. He was 88 years old.

The Pope of the Coptic Orthodox Church passed in March.



Hit vocalist, movie star and staple of celebrity news shows, Whitney Houston died of complications from prescription drug use. She was the first artist to chart 7 consecutive #1 hits and Guinness ranks her the most-awarded female act in history.



Almost every day this semester, while we were arguing the First Amendment or prying apart news reports about U.S. foreign policy, a U.S. families got the bad news their soldier was dead.

(numbers retrieved from web site below. You should re-check before lecture, and adjust accordingly.)

<http://projects.washingtonpost.com/fallen/>



Already this year, 17 journalists have been killed for committing the crime of journalism.

Certainly, many more soldiers have died during these 99 days. Starvation, disease and disaster have taken many more lives.

It's not that we place a higher value on the life of a journalist. We highlight these deaths to reinforce the course's focus on the battle for control of information and to remind you that people go to mortal lengths, both to report the truth and to suppress the truth.

**OPTIONAL**(Before class, selected students have been given a sheet of paper with the name and affiliation and directions to stand up and read the basic information. They do so, in order, remaining standing until all are done. Documents in "Resources" file)

99  
Days

## Congressional battle brewing on how to pay for student loan rate cut

By [Rosalind S. Heiderman](#)



President Obama speaks at University of Colorado Boulder on Tuesday. (Carolyn Kaster - AP)

Congressional Republicans are signaling opposition to a Democratic proposal to pay for extending low rates for college loans by imposing new payroll taxes on some small businesses now exempted from the levies.

Although there is pretty good consensus in Congress and with the White House that student loan rates should not be allowed to double, it's an election year, so alert students this semester have been posting to our discussion boards the reports on political posturing on the issue. Stay tuned. It could make for explosive politics this summer.

[http://www.washingtonpost.com/blogs/2chambers/post/congressional-battle-brewing-on-how-to-pay-for-student-loan-rate-cut/2012/04/25/gIQAD7IugT\\_blog.html](http://www.washingtonpost.com/blogs/2chambers/post/congressional-battle-brewing-on-how-to-pay-for-student-loan-rate-cut/2012/04/25/gIQAD7IugT_blog.html)

## Lubitz is President, 'Seawolves for Change' Dominate USG Elections

By Christian · April 30, 2012 · No Comments ▾



*Above: Candidates Adil Hussain, Mario Ferone and Aimee Pomeroy.*

By Trevor Christian

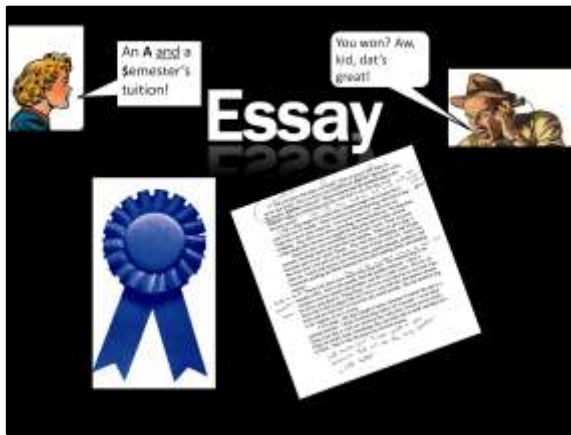
<http://www.sbindependent.org/lubitz-is-president-seawolves-for-change-dominate-usg-elections/>



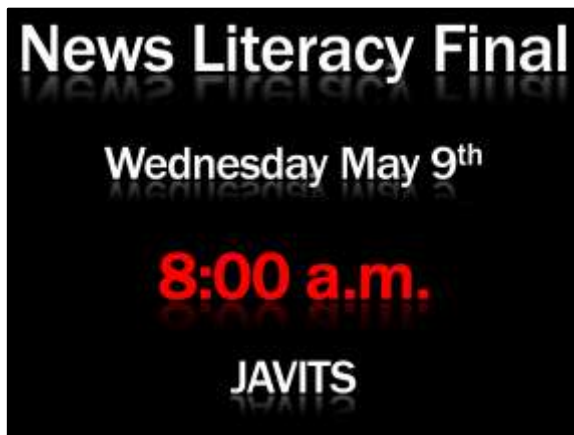
Just a warning. These rent-a-papers get entered into the Safe Assign database, too. So, if you buy one, odds are good you'll get caught and the university policy on this kind of cheating is harsh.

<http://www.oppapers.com/essays/News-Literacy/864460>





Reminder essays are due at your last recitation.



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

## Prepare for...

✓ 3 Video deconstructions

(Approximately 1 hour)

✓ 1 Print deconstruction

(Remaining time)

You are permitted to bring the back page of the deconstruction workbook, *without* notes.

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

## The Future of News



Your Opportunities and Responsibilities

Back, now, to our final lecture

# Three Roles in Your Future

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

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

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

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

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

Let's think about your roles in the Information Age

As a Consumer

As a Publisher and Producer

As a Watchdog

As a Citizen

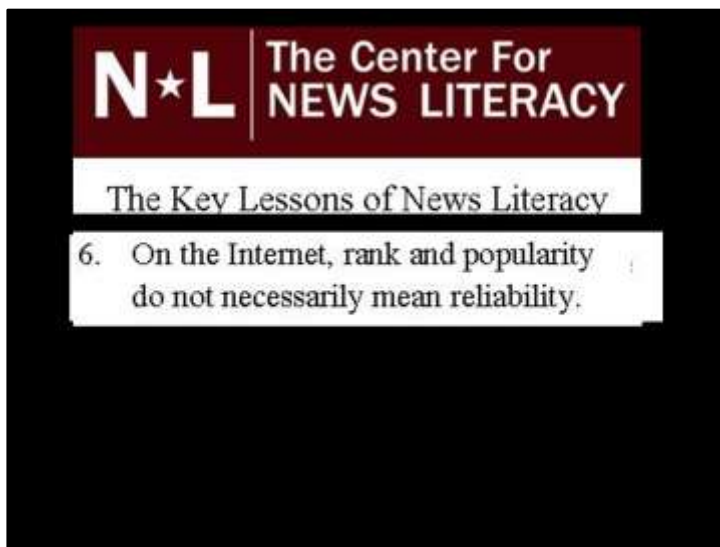
# Three Roles in Your Future

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

Remember the Blackout.

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

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



Animation: each click brings up one key lesson

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

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

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

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

**(Start clicking)**

How might this knowledge change your habits?





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

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



Overload is a common complaint in the Digital Age.

Too much.

Too Fast.

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

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

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



We're going to show you a range of current and past political items. Your job in each case is to guess which key lesson of News Literacy applies to your work as a citizen in selecting the next president. Ready?



You and Voters like you will decide the next presidential election

## Student Debt: Obama To Call On Congress To Prevent Student Loan Interest Rates From Doubling

By By BEN FELLER and KIMBERLY HEFLING 04/20/12 04:00 PM ET **AP**

[http://www.huffingtonpost.com/2012/04/20/obama-student-loans-interest-rates\\_n\\_1440356.html?ref=college&ir=College](http://www.huffingtonpost.com/2012/04/20/obama-student-loans-interest-rates_n_1440356.html?ref=college&ir=College)



When Hilary Rosen, a Democratic operative, made fun of Ann Romney's lack of out-of-the-home work experience, was that opinion, or part of a news report? Were you paying attention to the labelling, or just picking your side of the argument?

Rosenwork.wmv

News Fellow please insert above-mentioned video



News Fellow please insert above-mentioned video





fallon.wmv

And when President Obama “Slow Jammed” the news on Jimmy Fallon...what neighborhood was THAT?

Citizen News Consumer

**N★L** | The Center For  
**NEWS LITERACY**

The Key Lessons of News Literacy

1. Always know what information neighborhood you're in.

And Beware the "Source Amnesia" Effect When Remembering Something You Heard or Read.

Animation: Click Brings up Lesson

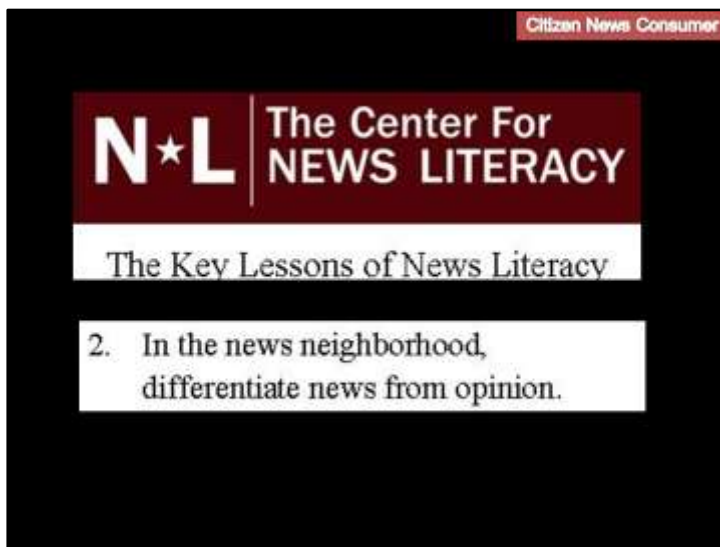
ASK: Which lesson helps you decide how to evaluate this information?

NOW CLICK



Animation: Slide opens with “Stumbles” headline. On click, you discover that’s from a labelled “Opinion” section.

So when you go looking for information about the election, what distinction do you need to keep in mind that makes some kinds of journalism different from others?



Animation: Click Brings up Lesson

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

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



(Each click brings in a new screen shot. They start from oldest and work up to most recent. )

How did the Trayvon Martin story strike you on day 1 and how about a week or two later? Have the details changed?

<http://www.cnn.com/2012/03/12/justice/florida-teen-shot/index.html?iref=allsearch>

<http://www.cnn.com/2012/03/30/justice/florida-teen-shooting-timeline/index.html?iref=allsearch>

<http://ac360.blogs.cnn.com/2012/03/28/zimmerman-in-handcuffs-night-of-shooting/?iref=allsearch>

<http://www.cnn.com/video/#/video/bestoftv/2012/04/05/ac-george-zimmerman-call-analyzed.cnn>

<http://www.cnn.com/2012/04/24/opinion/nejame-trayvon-martin-case/index.html?iref=allsearch>

[http://www.cbsnews.com/8301-504083\\_162-57418778-504083/george-zimmerman-released-from-jail-on-bond-in-trayvon-martin-case/](http://www.cbsnews.com/8301-504083_162-57418778-504083/george-zimmerman-released-from-jail-on-bond-in-trayvon-martin-case/)

<http://www.cnn.com/2012/04/24/justice/florida-teen-shooting/index.html?iref=allsearch>



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



Why is the source anonymous?  
Are you given enough information to  
decide if you should trust the reporter who  
offers you an anonymous source?

<http://thecaucus.blogs.nytimes.com/2011/11/02/pollster-describes-tells-of-suggestive-behavior-by-cain/?hp>



Pull Quotes fly in on click. There is only one click for both.

<http://factcheck.org/2011/10/bidens-whopper-in-flint-mich/>





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

Much of the election news relies on the candidates themselves as sources. If you evaluate them according to the IMVAIN system, how reliable are they when talking about themselves?

Citizen News Consumer

Which candidate got higher grades at Yale?



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

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

ELSA TODAY  
6/10/2005

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

During the campaign, Kerry refused to waive privacy restrictions for the full file, but gave the Navy permission to release the documents last month, the Globe reported.

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

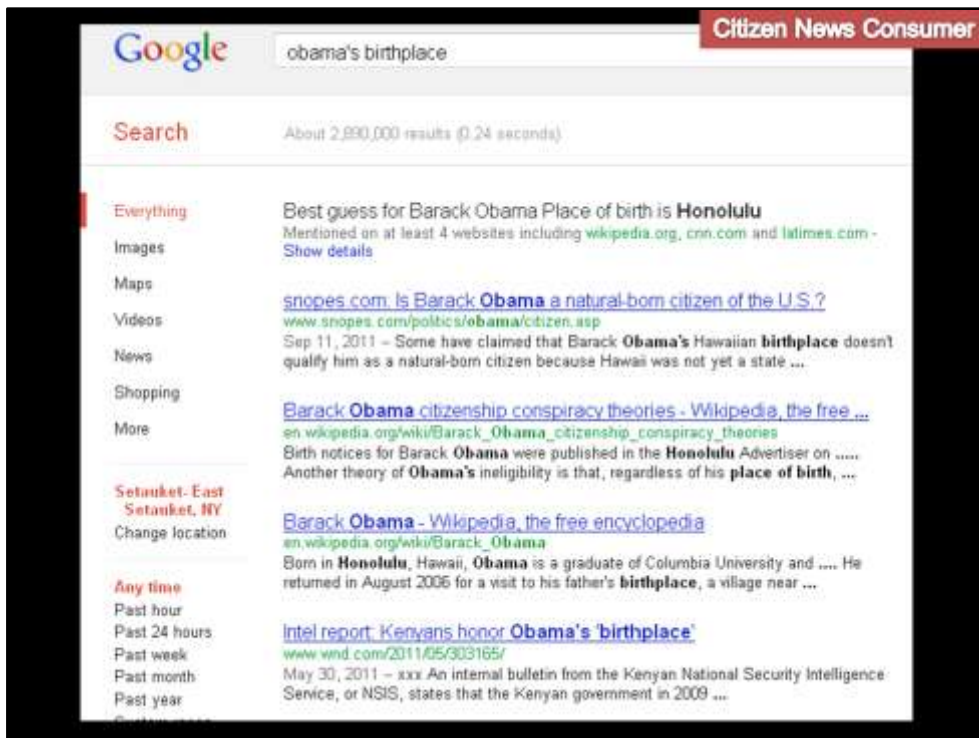
## Animation: Quotes Click In

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

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



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



So much dust has been kicked up about Barack Obama's birthplace that when you Google for the answer, Google only says "Best Guess"

Screen cap taken 4/25/2012 at 3:30pm



Slightly different search term, very different result.

Screen cap taken 4/25/2012 at 3:30pm



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

Internet information needs to be subjected to the same scrutiny as every other source of news. Use the specific skills we taught you to make sure you're getting reliable facts before you make a decision.



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

**Citizen News Consumer**

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Wednesday April 25th, 2012      A project managed by the Program on International Policy Attitudes

**Explore World Opinion**

**By Region**

- Africa
- Asia/Pacific
- Europe
- Latin America
- Middle East/N. Africa
- United States/Canada
- Global/Multi-region

**By Topic**

- Development/Aid
- Environment
- Globalization/Trade
- Governance
- International Security
- Justice/Human Rights
- United Nations
- Views on Countries/Issues

**American Public Favors Safe Havens in Syria**

**Half Approve US Providing Air Cover, But Not Troops**

Two thirds of Americans approve of the idea of the Arab League and Turkey establishing safe havens inside Syria, to provide Syrians who are at risk of being attacked by government forces a place to retreat.

Half (48%) approve of the US providing air cover, though nearly as many (45%) oppose the idea. A majority of Republicans and Democrats favor the idea—54% in both cases—while a plurality of independents are opposed (47% to 34%).

The idea of contributing US troops for the safe havens gets very low support, with three quarters opposed. The idea of providing weapons for the safe havens is only supported by 37%, with 56% opposed.

[\[Read More.\]](#)

**American Public Opposes Israel Striking Iran**

**If Israel and Iran Have Military Conflict, Americans Say US Should Stay Out**



A new poll finds that only one in four Americans favors Israel conducting a military strike against Iran's nuclear program. Seven in ten (69%) favor the US and other major powers continuing to pursue negotiations with Iran, a position that is supported by majorities of Republicans (58%), Democrats (79%) and

Independents (67%).

**Studies & Analyses**

Public Consultation Finds Bipartisan Support for Extending Bush-Era Tax Cuts, but Only for Income Under \$250k

Does the public favor defense budget cuts?

Support for Economic Aid Only Modestly Dampened by Economic Downturn

Large Majorities in US and Europe Endorse Focus on Renewable Energy

Preventing a Nuclear Iran, Peacefully

Review of Polling Finds International and American Support for World Order Based on International Law, Stronger UN

Public Consultation Finds Strong Bipartisan Support for Extending Employees' Payroll Tax Cut

You remember this University of Maryland study from earlier in the semester. A majority of voters in the 2010 elections went to the polls misinformed about key economic and scientific facts. Is that any way to vote?

<http://www.worldpublicopinion.org/?nid=&id=&lb=hmpg>

<http://www.worldpublicopinion.org/pipa/articles/brunitedstatescanadara/671.php?nid=&id=&pnt=671&lb=>



THE WALL STREET JOURNAL. | MARKETS

How to Ignore the Yes-Man in Your Head

"We're all mentally lazy," says psychologist Scott Lilienfeld of Emory University in Atlanta. "It's simply easier to focus our attention on data that supports our hypothesis, rather than to seek out evidence that might disprove it."

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

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

**Citizen News Consumer**

**Conservative Editorial Pages / Politics Websites / Blogs / Twitter feeds**

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**HOT TOPICS:** IRAN | AFGHANISTAN | SENATE | UNITED NATIONS | EUROPEAN UNION | SYRIA | ISRAEL | CONGRESS

**The Washington Times** Fishing for a cleaner Anacostia River


**NEWS** | OPINION | CAMPAIGN 2012 | SPORTS | BOOKS | LIFE | BLOGS | COMMUNITIES | MULTIMEDIA

EDITORIALS | COMMENTARY | LETTERS | WRITER COOLER | DECKER | HUMMER | NAUGHT | MASTIO

HOME | OPINION

**Opinion**

**FEATURED ARTICLES**



**ZUERIN: Earth Day's dark side**  
By Robert Zuerin  
Sunday was Earth Day, the annual jamboree of the green movement held worldwide since 1970. Unfortunately, a review of the accomplishments of the decades of environmentalism and population control since that spectacular debut shows very little reason to celebrate. Published April 26, 2012. Comments

**WOLF: Kathleen, I've got a feeling you're still in Kansas**  
By Dr. Milton B. Wolf - The Washington Times  
Liberals are a curious breed. They actually believe the government can mandate you into prosperity. They wave a magic wand, and the universe bends to their whim. At the end of each day, they rest their weary heads blissfully - willfully - unaware of the damage they

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Opinion

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Sports

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GREEN: The Democratic budget benchmark

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EDITORIAL: Going ferocious a leg up

EDITORIAL: End the government's partying

**MOST READ**

Power is top price in Arizona integration battle

Grassley: Was White House staff involved in post-birth scandal?

ZUERIN: Earth day's dark side

WOLF: Kathleen, I've got a feeling you're still in Kansas

Pressure mounts to fire Secret Service agents in hooker scandal

Obama backs GOP over Reid in bitter personnel fight

BIRROCK: Three years and no Senate budget

Thousands of computer users might lose Internet

HUMBER: Obama's disastrous war

CURE: Was Newt Gingrich's campaign the worst in history?

There is a wide range of opinions available to you, especially in an election year. Here's a quick scan from conservative to centrist to liberal, just to give you a starting point.

**Citizen News Consumer**

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**"It's pretty clear Governor Romney is going to be the nominee."**  
[...says Newt.](#)

Posted by [Bill S \(Diary\)](#)  
 Wednesday, April 25th at 12:28PM EDT  
 9 Comments

Yesterday, Governor Romney [won all the primaries](#), including Delaware, which was Newt Gingrich's last best hope for continuing his campaign – and in Delaware, he got stomped. Today, Gingrich announced that he is ending his campaign for the Presidential nomination.

In his announcement, Newt had some pretty interesting things to say – things that we all should be paying close attention to. From the CBS News [report](#):

"I think you have to at some point be honest with what's happening in the real world, as opposed to what you'd like to have happened," Gingrich said.  
 "Governor Romney had a very good day yesterday. He got 57 [percent] in one state, and he got 52 in other 52 or so states. He may have to run his cam-

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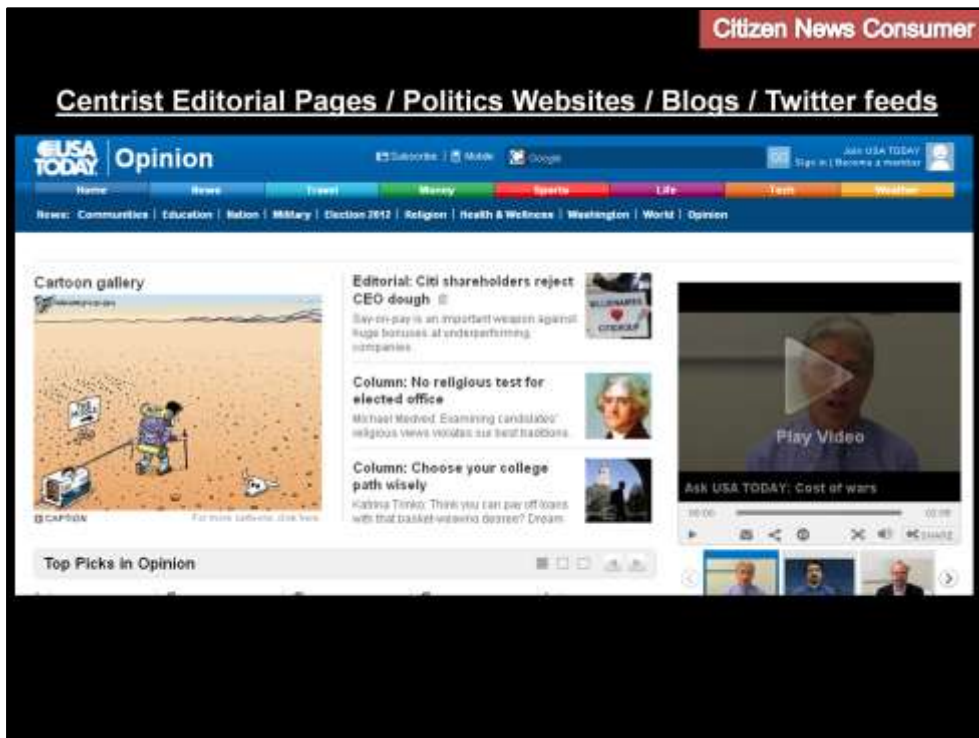


**COMMENTS**

**RECOMMENDED DIARIES**

- [A Rightly Worried Tim Scott Home](#), by [mbecker950 \(Diary\)](#)
- [Strengths and Weaknesses of Individual Candidates when Versing Obama and why Romney should not be the nominee unless he does some major changes to his platform and campaign](#), by [partied4 \(Diary\)](#)
- [Enough With The False Narrative About Palin's Vetting](#), by [rightwingnet2 \(Diary\)](#)
- [Catholic Church has now challenged Obama's mandate of providing contraceptives](#), by [partied4 \(Diary\)](#)
- [If I Had A Dog...](#)

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Liberal Editorial Pages / Politics Websites / Blogs / Twitter feeds

The screenshot displays the 'The Opinion Pages' section of The New York Times website. At the top left, the 'The New York Times' logo is visible. The main heading is 'The Opinion Pages'. Below this, there is a search bar and a 'Go' button. The page is divided into several columns of articles. The first column features an article by Roger Date titled 'The Wrong Way to Stop Fake Drugs', with a sub-headline: 'The law against ordering drugs online from other countries hurts the uninsured and the underinsured, and should be changed.' The second column features a large image of a pill bottle with a white band wrapped around it, which has been torn to reveal a face-like shape. The third column contains several shorter articles: 'The Amnesia Candidate' by Paul Krugman, 'The Fight Over Inequality' by Thomas H. Edsall, 'The New York Primary' (Editorial), and 'How States Should Approach Immigration' (Room for Debate).

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Liberal Editorial Pages / Politics Websites / Blogs / Twitter feeds


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TRENDING: **ELECTION 2012** Mitt Romney Taxes ALEC Immigration


THINK  
PROGRESS




ALYSSA



RNC: GOP Economic Platform Will Be The Bush Program, 'Just Updated'



Huntsman: Reagan Would 'Likely Not' Be Able To Win Today



New Romney Spokesman Used Twitter For Sexist Attacks

JUSTICE

**Common Cause Files IRS Complaint Against ALEC, Seeks Audit**

By Josh Israel posted from ThinkProgress Justice on Apr 23, 2012 at 11:00 am

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There is a wide range of opinions available to you, especially in an election year. Here's a quick scan from conservative to centrist to liberal, just to give you a starting point.

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**N★L** | The Center For  
**NEWS LITERACY**

The Key Lessons of News Literacy

8. Be open to information that challenges your own biases and assumptions.

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

## Hackers Hacks Fox News Twitter Account

by MARSOOR AHMED on JULY 6, 2011

Like 5 4 Retweet

Seems like Twitter has been continuously targeted by the hackers to spread fastest false news, this time an international news channel's Twitter account has been hacked. This, account from Fox Entertainment Group is named as **FoxNewsPolitics** on Twitter. Why hackers targeted Fox News? There is no answer to this question.



@foxnewspolitics

foxnewspolitics

@BarackObama has just passed. The  
President is dead. A sad 4th of July,  
indeed. President Barack Obama is dead

9 hours ago via web · Favorite · Retweet · Reply

Animation: Slides open with fake tweet. Click brings up the full page, showing it was a hack.  
If you re-tweeted this tweet, what impact might that have on the financial markets, on security systems?





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



And it's not just the forwarding of news. Sometimes, you'll be the one recording the news, as did these teenagers who busted the New Jersey cops who gave supercar owners special favors.

<http://jalopnik.com/5904670/watch-the-125-mph-ferrari-police-escort-that-got-two-nj-cops-suspended>

Supercar.wmv

St. Petersburg Times  
**PolitiFact.com**  
2009 Pulitzer Prize winner

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**The Truth-O-Meter Says:**

 "Who are the most consistently misinformed media viewers? ... Fox viewers, consistently, every poll."  
Jon Stewart on Sunday, June 19th, 2011 in an interview on Fox News Sunday

Jon Stewart says those who watch Fox News are the "most consistently misinformed media viewers"

*EDITOR'S NOTE: On the June 21, 2011, edition of The Daily Show, Jon Stewart accepted our False verdict and apologized, saying, "I defer to (PolitiFact's) judgment and apologize for my mistake. To not do so would be irresponsible."*

First click brings up truth meter, second click brings up correction.

Your job is not done when you read the report on some candidate or issue. You've got to stay on top of the news, which is hard work. Fortunately, you have help, from sites like PolitiFact and FactChek.

<http://www.politifact.com/truth-o-meter/statements/2011/jun/20/jon-stewart/jon-stewart-says-those-who-watch-fox-news-are-most/>

St Petersburg Times  
**PolitiFact.com**  
2009 Pulitzer Prize winner

Citizen News Consumer

**The Truth-O-Meter Says:**

 **Says Mitt Romney flip-flopped on abortion.**  
[Jon Huntsman](#) on Friday, October 28th, 2011 in a web advertisement.

**Jon Huntsman accuses Mitt Romney of flip-flopping on abortion**



## Truth meter comes in on click

<http://www.politifact.com/truth-o-meter/statements/2011/nov/02/jon-huntsman/Says-Mitt-Romney-flip-flopped-on-abortion/>

St Petersburg Times  
**PolitiFact.com**  
2009 Pulitzer Prize winner

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**The Truth-O-Meter Says:**

 Former Alaska Governor Sarah Palin was right that President Barack Obama's health care bill created what "would, in effect, be death panels."

Newt Gingrich on Tuesday, October 11th, 2011 in a Republican presidential debate

**Gingrich claims health care reform includes 'Death Panels'**



Animation: Truth meter comes in on click

<http://www.politifact.com/georgia/statements/2011/oct/28/newt-gingrich/gingrich-claims-health-care-reform-includes-death/>



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

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



Being active about searching out reliable information is the heart of News Literacy.

Because news providers pay attention to clicks and viewership and readership...you have the power to set the news agenda.

In the study we read during Week One, the Project for Excellence in Journalism study found:

- 75 percent of those who get news online receive it forwarded via email or posts on social-networking sites, and 52 percent share news links via those platforms.

It's certainly how most of us learned Moammar Gadaffi was dead

And that's a new role for consumers.

How different? It's the first truly revolutionary change in the business in 150 years.



## From Ben to Brin



Entrepreneurs Shape the News

In the U.S., News is a business...Unlike other nations that have subsidized their news media- Britain, Canada, etc, - we have always relied on entrepreneurs and private capital- not public money- to finance our news industry. Ben Franklin may have protested British taxation without representation, but he wanted the contract to print the King's tax stamps. Google's motto may be "Don't Be Evil" but founder Sergey Brin is a billionaire, made so by publishing advertisements alongside information.



Here's the major arc of the story: In the early 1800s, city newspapers were expensive and narrow, aimed at people of a single political persuasion. All of this would radically change in the 1830s because of a young medical student named Benjamin Day. He introduced the "penny Press" – a new business model. He held down the cost to the readers- one penny!- to get big numbers of them. Then he raised the rates on advertisers, because of the mass audience he had built. With that change in the business model, came a change in the definition of news. To capture large numbers of readers, the mass circulation newspapers needed "something for everybody". Too much partisanship was bad. It would alienate readers who disagree with you. Instead, there is more emphasis on "human interest" stories; police, courts and sports now get more emphasis. And that model worked well, for about 150 years. Newspaper publishing enjoyed one of the highest profit margins in American business (40% was not at all unusual) and a license to broadcast Television signals was, similarly, a license to print money.

## The Old Business Model is Disrupted



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

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

So much for a mass audience.

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

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

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

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



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

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

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

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

## Who Will Pay for Newsrooms?

### Options Already Being Tested:

- The Consumer
- Non-Profits
- The Government

Ask:

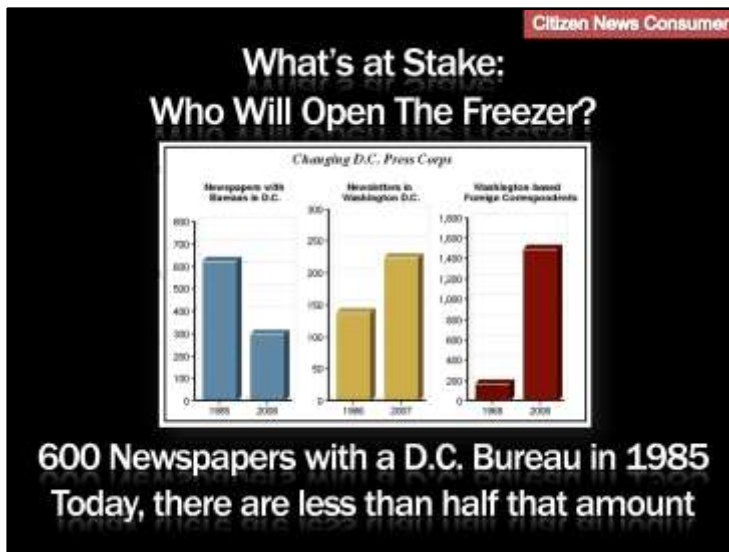
If the characteristics of reliable information...actionable news, are Verification, Independence and Accountability, which of those characteristics is threatened by each of these approaches?



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

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

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



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

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

But look what has happened?

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

It's not just DC.

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

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



## Will Watchdog Journalism Survive?



**Nonprofits: ProPublica funds its investigative journalism with donations**

There are new experiments, other than Murdoch's "Daily," and The Times pay-to-read plans. Veteran investigative reporters and foreign correspondents have organized not-for-profit reporting teams like Pro Publica and Global Post to do the things news companies no longer invest in. They get a little revenue by selling their stories to TV networks and newspaper companies and websites. Pro Publica has already won two Pulitzer Prizes, the top honor in American journalism: one for national reporting and one for investigative reporting. But most of their funding comes from the residuals of the great American fortunes: the Sandler, Carnegie and Broad Foundations, for instance. Do those foundations have an agenda? Can Pro Publica be Independent of the big foundations that fund it? What if the Government steps in to fund reporting? Can a government newsroom fulfill the watchdog role?



## Will News Producers Balance Profit and Public Service?

Profit



Public Service

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

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



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

Citizen News Consumer

# In The Future, Who Will Report the News?



- Bloggers? Journalists?  
Citizen Journalists?

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

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

# Three Roles in Your Future

1. Citizen News Consumer

2. Publisher Producer

3. Watchdog

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

It doesn't matter which party you support.

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

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



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

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

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

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



Do you forward the live link of what goes on behind the closed door of a student like Tyler Clementi?

Do you join the reputation-trashing and name-calling on SBUChat or Tumblr?

When you do, you tacitly approve those publications and put money in their pockets. But you have, more importantly, crossed into a new role. Now you are that editor deciding whether or not to “out” the pedophile Little League coach... Now you are a producer as well as a consumer.



Sociological research found that in order to have a significant effect on the reader, the information in an email must:

- Confirm your biases;
- Come from a source you trust, among other things.

So...Here's another responsibility that has landed on your shoulders.

You are least likely to doubt or check on family and friends...and they may be your most likely source of unreliable junk.

You are the most dangerous to those you care for the most...those in your circle who are most likely to trust you, particularly if they don't take time to check what you send.

Which means you need to be vigilant about information forwarded to you by people you trust, especially when it confirms something you hope is true.



Some citizen journalism can be very well-organized. It's called Crowdsourcing...News organizations, (and scientists) now post giant databases online and ask for help sorting it and you can do it, too. When the Guardian, a London newspaper won access to **458,832** pages of expense accounts for members of British Parliament, they enlisted amateurs to help review them, as it was too big for the news staff. As of DEC 3, 2010, **27,417** readers had reviewed **222,340** pages, The Guardian told people who came to the webpage: *"Somewhere in here is the receipt for a duck island. And who knows what else may turn up. If you find something which you think needs further attention, simply hit the button marked "investigate this!" and we'll take a closer look."*





*More recently, From Egypt, and the other revolutions in the region, sometimes the only information getting out was being generated by people on the streets with cell phones. The tweeted photo on the left is of a Libyan child taking part in a street demonstration demanding justice for the victims of rapes by Libyan soldiers. And on the right, a series of tweets about street action in Syria, Egypt, Iran, where the Arab Spring uprisings continue.*



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

# Three Roles in Your Future

1. Citizen News Consumer

2. Publisher /Producer

3. Watchdog

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

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

**Watchdog**

# Keeping Journalists Honest Your Voice Can Be Amplified

Posted by **Dwight Rousu**

Review **4.7** Reviews »

**ACCURACY**  
in MEDIA  
FOR FAIRNESS, BALANCE  
AND ACCURACY IN NEWS REPORTING

**FAIR**  
Fairness & Accuracy in Reporting  
Sign Up for FAIR's Email List:

I Want To\*  
Contact the Ombudsman

Subject

Body \* (maximum 64,000 characters)

**NEW YORK POST**  
BREAKING  
News  
"Woofer" for sale  
Send A Letter  
Send a letter to the editor  
To send a letter to the editor, fill out the form or email an article to editor@nypost.com. Click on the right to edit and a comment on.

First Name  
Last Name  
Phone Home  
E-mail Address  
Subject Line  
City

If you see something, say something

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



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

Call the Editor, the News Director or the reporter.



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

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

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

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

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

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

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

(Start Thus Spake, etc....)



hus endeth the Lesson...