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IS IT NEWS, OR IS IT NOISE?

NPR's Latino USA to Launch New Series Separating Fact from Frenzy with the Support of a McCormick Foundation Grant

(New York, NY - March 8, 2013) The Futuro Media Group, producer of public radio program Latino USA distributed by NPR, announces the launch of “News or Noise?,” a dynamic multiplatform radio project encouraging listeners to think critically about the news. Supported by a \$60,000 grant from Chicago’s Robert R. McCormick Foundation as part of its “Why News Matters” initiative, this year long series of radio reports, launching March 15th, will explore top stories in the news cycle around which there is extensive commentary, misinformation, confusion or misunderstanding. A “News or Noise?” online quiz, launching April 5th on latinousa.org, will ask listeners to put their critical reasoning skills to the test as they discern fact from fabrication about each news topic.

The Futuro Media Group, based in Harlem, New York, will partner with local Chicago educational and media outlets on this initiative. According to Maria Hinojosa, President of The Futuro Media Group and Executive Producer & Anchor of Latino USA, who grew up in Chicago’s Hyde Park neighborhood, “A vital part of our role as journalists is to critically reveal truth. At The Futuro we’re working to lead a new generation of journalists and media consumers to cut through the hyperbole of the 24/7 news cycle—and we are thrilled to be partnering with Chicago’s McCormick Foundation.”

“We are pleased that the Futuro Media Group has joined our community-wide effort to build news literacy skills in Chicago,” said Clark Bell, the foundation’s journalism program director. “Futuro is one of 23 organizations funded through McCormick’s “Why News Matters” initiative.”(http://documents.mccormickfoundation.org/PDF/MF2012JournalismGrantsPressRelease_FINAL.pdf)

The “News or Noise?” series will culminate with a town hall event in Chicago anchored by Hinojosa and presented in partnership with local media outlets including WBEZ 91.5FM and Vocolo.org. Chicago-based participants in the online quiz will also be invited to attend a journalism training workshop with Hinojosa and other members of the Latino USA team.

Maria Hinojosa is an award-winning reporter, news anchor, and author with more than 25 years of experience as an investigative journalist. Among Hinojosa’s accolades are four Emmys, the 2012 John Chancellor Award for Excellence in Journalism, Robert F. Kennedy Award for Reporting on the Disadvantaged, and Chicago’s Studs Terkel Community Media Award.



Hinojosa is currently the Sor Juana Inés de la Cruz Chair of the Latin American and Latino Studies program at De Paul University in Chicago.

The Futuro Media Group is an independent non-profit media organization dedicated to producing multimedia journalism that explores and gives critical voice to the diversity of the American experience. Founded in 2010 by award-winning journalist Maria Hinojosa, The Futuro is committed to sharing stories often overlooked by mainstream media, nurturing the development of a new generation of diverse journalists in America. Produced by The Futuro Media Group and distributed by NPR, Latino USA is the foremost Latino voice in public media and the longest-running Latino-focused program on the radio.

For more information or to arrange interviews with Maria Hinojosa, please contact Kaitlin Archambault at (646) 571-1220 or kaitlin@futuromediagroup.org.

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