

- WHAT IS NEWS LITERACY?
- NEWS LITERACY LEARNING AGENDA
- APPLY FOR WHY NEWS MATTERS
- QUESTIONS & DISCUSSION

# Why News Matters

Informational Session March 27, 2012



# ABOUT THE ROBERT R. MCCORMICK FOUNDATION

<b>Mission</b>	Committed to fostering communities of educated, informed and engaged citizens
<b>Key Program</b>	<ul style="list-style-type: none"><li>• Six grantmaking programs</li><li>• Cantigny Park and Golf and Museums</li></ul>
<b>Assets</b>	<ul style="list-style-type: none"><li>• One of the nation's largest charitable organizations, with more than \$1 billion in assets</li><li>• In 2010, more than 1,000 grants totaling more than \$55 million</li></ul>

## ABOUT THE MCCORMICK JOURNALISM PROGRAM

<b>Mission</b>	The Journalism program seeks to develop a more informed, news-literate and engaged citizenry.
<b>Key Program Elements</b>	<ul style="list-style-type: none"><li>• Youth journalism and news literacy</li><li>• Content, Audience and Rights</li><li>• \$5.5 million annual grantmaking budget</li></ul>
<b>Geographic Focus</b>	Chicagoland with select national hubs



# What is News Literacy

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## WHAT IS NEWS LITERACY?

### **NEWS LITERACY...**

is the ability to use critical thinking skills to judge the reliability and credibility of news reports and news sources.

## WE'RE OVERLOADED WITH INFORMATION...



# IMAGINE YOUR DAY WITHOUT NEWS

## WHY INVEST IN NEWS LITERACY?





## GOAL OF WHY NEWS MATTERS



- Youth
- Adults
- Seniors

News Literacy  
Investments



- Education & Curriculum
- Training
- Awareness & Engagement
- Research & Evaluation

- Critical thinking skills
- Active in community

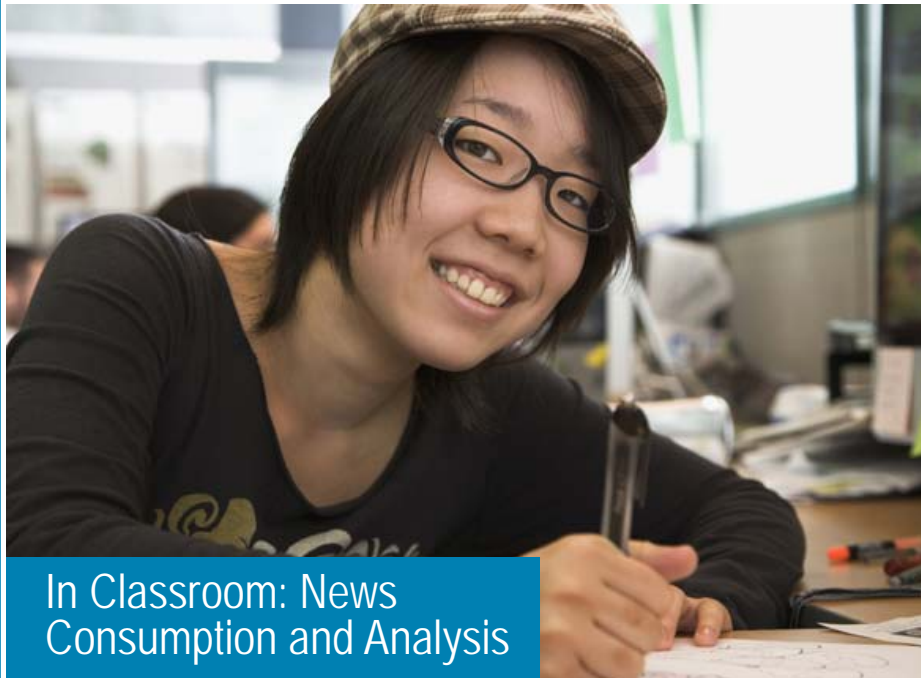


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# News Literacy Learning Agenda



## EDUCATION & CURRICULUM



In Classroom: News  
Consumption and Analysis



Youth  
Journalism

## STUDENTS ARE HUNGRY FOR THESE SKILLS...



When students were asked what Internet-related subjects they would like to learn in school, **68%** chose, “How to tell if information you find online is true or not.”



# THE NEWS LITERACY PROJECT



<b>Mission</b>	Innovative national educational program that mobilizes seasoned journalists to help students sort fact from fiction in the digital age
<b>Key Program Elements</b>	<ul style="list-style-type: none"><li>• Phase I: Led by classroom teacher</li><li>• Phase II: Journalists presentations</li><li>• Phase III: Concluding project by students to build and reflect real understanding</li></ul>
<b>Geographic Focus</b>	Chicago, Washington, DC, New York
<b>Participating News Orgs</b>	<i>Chicago Tribune, Chicago Sun-Times, The New York Times, The Washington Post, ABC News, CNN, NPR, ProPublica, Associated Press</i>

# NEWS LITERACY TRAINING

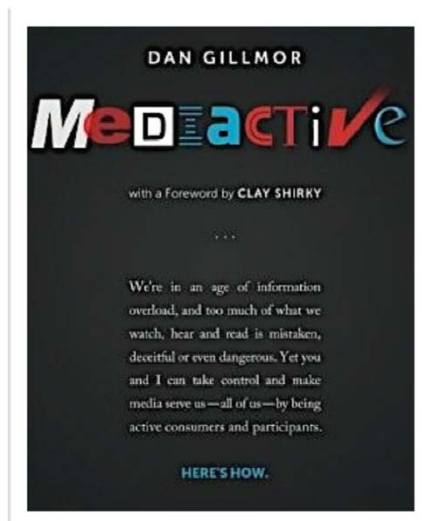


News Literacy Training for Adults



Train-the-Trainer Workshops





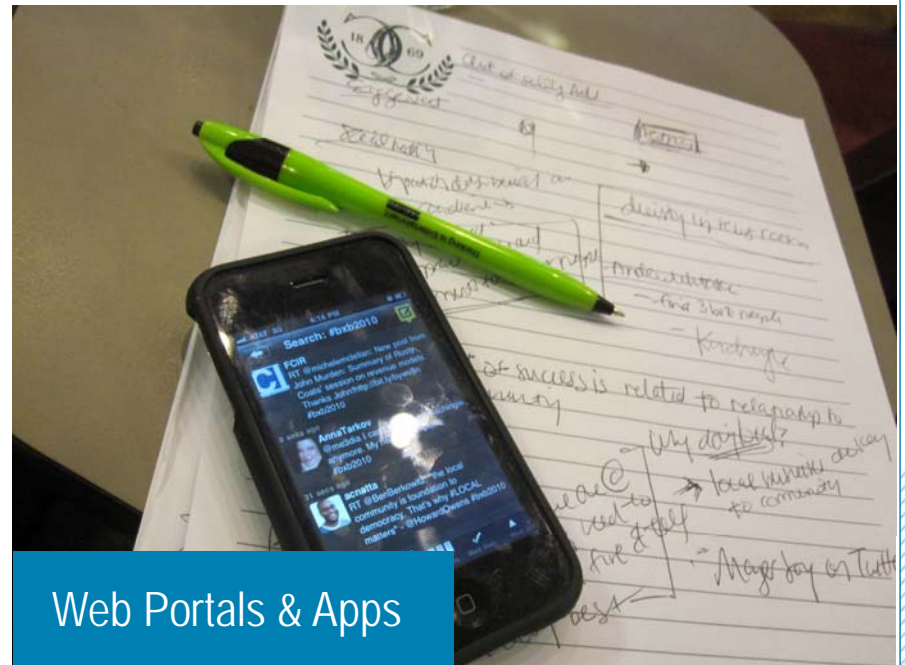
“None of us are fully literate unless we are *creating*, not just *consuming*”

-Dan Gillmor, *Mediactive*

# AWARENESS & ENGAGEMENT



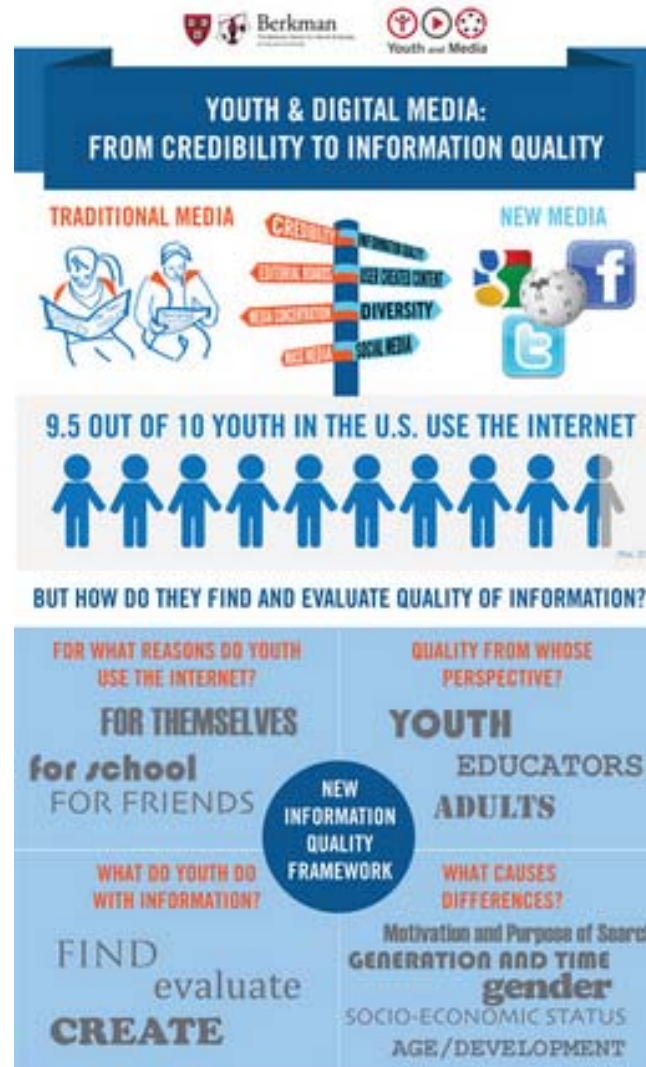
Marketing Campaigns



Web Portals & Apps



# BERKMAN CENTER STUDY: HOW YOUNG PEOPLE USE DIGITAL MEDIA



# RESEARCH & EVALUATION



Impact of News Literacy  
on Student Performance



Evaluation Design  
and Tools



## Assessing News Literacy: Stony Brook University

### Critical Thinking

Students who took the course showed a dramatic improvement in their ability to correctly assess one of two flawed video news reports, while students in the control group showed no change.

### Civic Engagement

Voter registration increased from 60 to 69% among students in the control group and from 67 to 80% among students in the course.

### News values

Students in the course rated keeping up with the news as more important at the end (63%) than at the beginning of the semester (51%). No change was observed in the control group.

### News consumption

More so than students in the control group, students in the course increased their exposure to newspapers and increased their reliance on internet use over the course of the semester.



# APPLY NOW

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# APPLYING FOR A WHY NEWS MATTERS GRANT

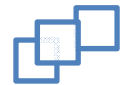
## Who:

- ☐ 501c3 nonprofit organizations
- ☐ Individuals and businesses partnering with tax-exempt organizations

## How:

- ☐ Go to [www.whynewsmatters.org](http://www.whynewsmatters.org)
- ☐ Click on "Request for Ideas"
- ☐ Register or log-in
- ☐ Fill out the online application
- ☐ Due April 2, 2012

## Why:



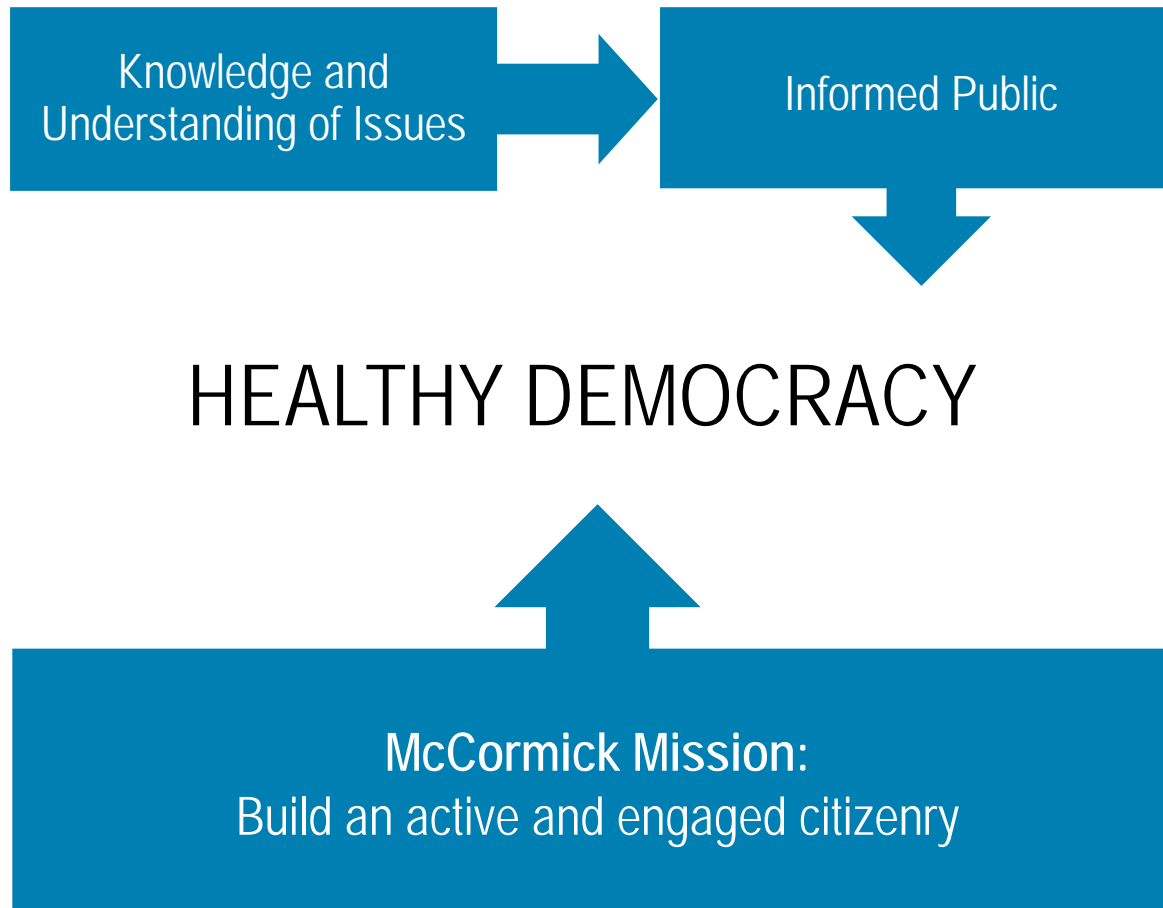
- ☐ Informed perspectives and information navigational skills
- ☐ A better informed and civically engaged citizenry

***Knowledge of current issues  
is essential to an informed  
citizenry in a Democracy.***

*- Thomas Jefferson*



## ADVANCING OUR MISSION THROUGH NEWS LITERACY





- WHAT IS NEWS LITERACY?

- NEWS LITERACY IN ACTION

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# QUESTIONS & DISCUSSION