

**FPES**

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EDUCATIONAL SERVICES INC.

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# Newspapers your way

In Print. Online. For You.



**National  
Newspaper  
Week**

#newspapersyourway

## National Newspaper Week: *Newspapers your way*

By Jodi Pushkin, President Florida Press Educational Services

Florida Press Educational Services (FPES) is proud to commemorate **National Newspaper Week 2023** and encourages teachers, parents and students to read the newspaper daily in school and at home to enrich their lives. FPES and its member Newspaper in Education programs join the Newspaper Association Managers in commemorating and celebrating National Newspaper Week.

Reading every day is imperative for all people, especially children. Reading increases vocabulary, writing skills and knowledge of the world around us. What better way to increase knowledge about the world than by reading the local newspaper?

Did you know that more than 60 percent of people with high exposure to newspapers in childhood are regular readers of newspapers as adults, according to a study conducted for the News Media Alliance, former Newspaper Association of America Foundation? That percentage is significant because statistically people who read the newspaper daily are more engaged citizens. Engaged citizens participate in their communities by voting and practicing good citizenship.

The goal of NIE programs is to create a generation of critical readers, engaged citizens and consumers. John F. Kennedy said, "Our progress as a nation can be no swifter than our progress in education. The human mind is our fundamental resource." The goal of NIE is to engage and develop that resource.

The No. 1 reason to use newspapers in education at school and at home is the newspaper provides readers with a living textbook. The newspaper is an opportunity and a resource for students to practice higher-order comprehension skills. It is the job of NIE programs across the Florida to not only provide that resource, but also to encourage active teacher and student engagement of resource.

Using newspapers as a teaching tool can improve reading skills and student performance on standardized tests. In addition, reading the newspaper at school and home helps young people learn about the world around them.

Teachers utilize newspaper activities to promote learning, support Florida Standard benchmarks and expectations, plus have fun interpreting photos, advertisements, cartoons and headlines. Newspapers add dynamic dimensions to all subjects, from Language Arts to business to science and everything in between.

NIE programs around Florida partner local businesses and government organizations to promote community engagement, awareness and encourage real-world education lessons that combine educational marketing goals of the businesses with the needs of the schools.

To learn more about Florida's NIE programs, visit **[fpesnie.org](http://fpesnie.org)**.

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## **Enhancing your curriculum; Engaging your students**

According to Scholastic magazine, “Informational text is a type of nonfiction — a very important type. Nonfiction includes any text that is factual. (Or, by some definitions, any type of literature that is factual, which would exclude texts such as menus and street signs.) Informational text differs from other types of nonfiction in purpose, features, and format.”

The newspaper is the ultimate form of informational text. The newspaper meets these specific characteristics. It is a logical resource for information about the natural, social and political world. The newspaper conveys information about the natural or social world. The articles are written from someone who knows information to someone who doesn't. The newspaper has specialized features such as headings and technical vocabulary.

Using the newspaper in your classroom and NIE curriculum on a regular basis helps students develop daily reading habits that they will carry through their lives.

Newspapers provide a vital link to the real world for students who too often do not realize the value of their academic programs. The study of today's critical issues, events and people helps students understand the past and see a role for themselves in their future world.

# Florida Standards

The Florida Department of Education defines that the Florida Standards provide a robust set of goals for every grade. Emphasizing analytical thinking rather than rote memorization, the Florida Standards will prepare our students for success in college, career and life. The Florida Standards will reflect the knowledge and skills that our young people need for success in college and careers.

Building on the foundation of success that has made Florida a national model, The Florida Standards provide a clear set of goals for every student, parent, and teacher.

For more information on Florida Standards, go to the CPALMS website. CPALMS is the State of Florida's official source for standards information and course descriptions: [cpalms.org](http://cpalms.org).

The activities in this packet applies to the following Florida Standards for grades four through twelve.

**Language Arts:** ELA.612.C.1.2; ELA.612.C.1.3; ELA.612.C.1.4; ELA.612.C.1.5; ELA.612.C.2.1; ELA.612.C.3.1; ELA.612.C.4.1; ELA.612.C.5.1; ELA.612.C.5.2; ELA.612.R.2.1; ELA.612.R.2.2; ELA.612.R.2.3; ELA.612.R.2.4; ELA.612.R.3.1; ELA.612.R.3.2; ELA.612.R.3.3; ELA.612.R.3.4; ELA.612.V.1.1; ELA.612.V.1.3; ELA.612.F.2.1; ELA.612.F.2.2; ELA.612.F.2.3; ELA.612.F.2.4; ELA.612.EE.1.1; ELA.612.EE.2.1; ELA.612.EE.3.1; ELA.612.EE.4.1; ELA.612.EE.5.1; ELA.612.EE.6.1

## Newspaper in Education

The Newspaper in Education (NIE) program is a cooperative effort between schools and local newspapers to promote the use of newspapers in print and electronic form as educational resources. Our educational resources fall into the category of informational text.

Informational text is a type of nonfiction text. The primary purpose of informational text is to convey information about the natural or social world. Florida NIE programs provide schools with class sets of informational text in the form of the daily newspaper and original curriculum. NIE teaching materials cover a variety of subjects and are consistent with Florida's education standards.

Florida Press Educational Services, Inc. (FPES) is a non-profit 501(c)(3) organization of newspaper professionals that promotes literacy, particularly for young people. FPES members consist of daily and weekly newspapers throughout the state of Florida. Through its member newspapers, FPES serves educators, students and families in all 67 Florida counties. For more information about FPES, visit [fpesnie.org](http://fpesnie.org), or email [ktower@flpress.com](mailto:ktower@flpress.com) or [jpushkin@tampabay.com](mailto:jpushkin@tampabay.com). Follow us on Twitter at [twitter.com/ nie\\_fpes](https://twitter.com/nie_fpes).

## **Americans depend on newspapers to stay informed about their communities**

**By Benjy Hamm**

*Director, Institute for Rural Journalism, University of Kentucky*

Nearly 220 million American adults turn to their local newspapers regularly for news and information they need to stay informed, feel more connected to their neighbors and improve their lives and communities.

That readership number is based on a recent national study by independent research firm Coda Ventures for the America's Newspapers organization.

Most likely, the number of readers is higher. Many people who say they receive news on their phone or from social media instead of newspapers fail to understand that the sources for those stories are often journalists at U.S. newspapers.

We sometimes take the work of journalists for granted, but those who work at newspapers are filling an important role in the health of our communities and country.

Everyone, even nonreaders, benefits from the work of journalists. News coverage has led to improvements in food safety, decreases in traffic and plane fatalities, better care for veterans and nursing home patients, support for victims of natural disasters, and exposure of all sorts of wrongdoing.

I have long loved this quotation by Frank Batten Sr., a media visionary and former chairman of Landmark Communications, who said about journalists and newspapers: "Our calling was never more important. We have the capacity to inform, to enlighten, to awaken and to inspire. We have the opportunity to enrich the lives of thousands of people every day."

Across the United States, journalists and other newspaper employees are serving their communities and democracy every day by informing, enlightening, awakening and inspiring millions of readers.

The news they provide is accessed in many forms. Many people still use the word newspaper as the all-encompassing term for those various forms, but now news is delivered through websites, social media, electronic editions, email alerts and newsletters, in addition to the traditional printed paper.

Those delivery methods have changed significantly in recent years. But one thing remains constant: Americans depend on the trusted news coverage provided by newspapers.

The study by Coda Ventures, based on surveys of 5,000 people, revealed that respondents ranked local newspapers and their websites as the most accurate sources of original news reporting. The results also listed the top five reasons Americans seek out local news – to stay

informed, feel connected in the community, decide where they stand on local issues, find places and things to do, and talk to other people about community news.

Survey respondents consistently said they prefer newspapers in print and digital formats over TV, radio and social media as their main source for news and information important to them.

They like the fact that newspapers use different ways to deliver their news stories to various audiences. The survey showed that people who are 39 and younger listed social media as the No. 1 way they prefer to access news, though they also like news websites and email alerts. People in the 40 to 74 age group ranked news websites as their top choice, followed by email alerts and the printed newspaper. Those 75 and older prefer the print edition but also like news websites and email alerts.

Based on the frequent reports of struggles within the news business, many people might be surprised to learn that newspapers and their digital offerings reach so many readers. Those struggles, primarily financial, are real and affect many media companies, not just newspapers. But the new ways of delivering news allow newspapers to reach even larger audiences.

Frank Batten might not have anticipated the widespread use of the internet and social media when he first made his comments in the 1980s, but his words remain true today.

Newspapers and their dedicated employees continue to inform, enlighten, awaken and inspire – enriching their communities and the lives of millions of people who benefit from their work every day.

## Read the article by Benjy Hamm

**Vocabulary** – write a brief definition of the following words:

Readership \_\_\_\_\_

Journalists \_\_\_\_\_

Exposure \_\_\_\_\_

Respondents \_\_\_\_\_

Frequent \_\_\_\_\_

Anticipated \_\_\_\_\_

1. What is the main point of the article? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. Give an example of how newspapers are informing readers.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. How do newspapers use different ways to deliver their news stories?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. In your own words, explain how journalists and other newspaper employees are serving their communities.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. Explain why newspapers are relevant.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **Newspaper Connection:**

Look through the newspaper for examples of a local news story. Write down the main components of the newspaper article – Who, what, why, where, when, and how – and why this is an important local story.

## **You need news**

### **By Brenda Looper**

When I was growing up about 20 miles south of Fort Smith, Ark., I had multiple newspapers to choose from: the daily Southwest Times Record out of Fort Smith that covered the River Valley region, plus the weekly Mansfield Citizen and the Greenwood Democrat, as well as the school paper I cut my teeth on, the Mansfield Tiger Tale. For statewide news, there were the Arkansas Democrat and the Arkansas Gazette dailies. In college, I added the Jonesboro Sun (owned by the Troutt family until 2000), the ASU Herald and The Commercial Appeal out of Memphis to my repertoire.

Midway through my childhood in 1980, Arkansas had 154 total newspapers, including 34 dailies, seven semi-weeklies and 113 weeklies, according to the Arkansas Press Association. A few months before I graduated with the first of two degrees from Arkansas State University in 1991, the 13-year Little Rock newspaper war ended, the victor (the Arkansas Democrat) taking on the assets of the fallen Arkansas Gazette, which had been bought by Gannett just five years earlier.

While that left Arkansas with only one statewide daily, the Arkansas Democrat-Gazette, what was left was locally owned and determined.

According to Northwestern University's Medill School of Journalism, Media and Integrated Marketing Communications' October 2022 State of Local News report, "Newspapers are continuing to vanish at a rapid rate. An average of more than two a week are disappearing.

Since 2005, the country has lost more than a fourth of its newspapers (2,500) and is on track to lose a third by 2025. Even though the pandemic was not the catastrophic 'extinction-level event' some feared, the country lost more than 360 newspapers between the waning pre-pandemic months of late 2019 and the end of May 2022.

"All but 24 of those papers were weeklies, serving communities ranging in size from a few hundred people to tens of thousands. Most communities that lose a newspaper do not get a digital or print replacement. The country has 6,380 surviving papers: 1,230 dailies and 5,150 weeklies."

Today Arkansas has 99 total newspapers, and all but one of its 75 counties has at least one local paper (Cross County's Wynne Progress sustained damage in the March 31 tornado and temporarily closed). Many of the weeklies I've read through the years are now gone, online only, or have morphed into magazines, and some venerable papers such as Arkadelphia's Daily Siftings Herald and the Hope Star are no more.

The Medill 2022 report noted, "More than a fifth of the nation's citizens live in news deserts—with very limited access to local news—or in communities at risk of becoming news deserts. Seventy million people live in the more than 200 counties without a newspaper, or in the 1,630 counties with only one paper—usually a weekly—covering multiple communities spread over a



vast area. Increasingly, affluent suburban communities are losing their only newspapers as large chains merge underperforming weeklies or shutter them entirely.

However, most communities that lose newspapers and do not have an alternative source of local news are poorer, older and lack affordable and reliable high-speed digital service that allows residents to access the important and relevant journalism being produced by the country's surviving newspapers and digital sites."

While Arkansas has newspapers in nearly every county, the potential for news deserts is still there.

Lillie Fears, a professor of journalism at Arkansas State University, told this newspaper's Josh Snyder in August that the ability of residents to find area news is essential to the health of the community. "When you don't have access to news, you're less likely to understand why things are the way they are," she said.

Local news plays a vital role in keeping government and schools accountable, Fears said, and research indicates that corruption rises as news dwindles. "The temptation, it just grows," she said.

What can we do to not only survive as a check on bureaucracy but as a business? Adapt. The theme for this year's National Newspaper Week Oct. 1-7) is thus quite apropos: "In Print. Online. For You. #NewspapersYourWay."

The Arkansas Democrat-Gazette has adapted by putting a paywall on much of its online content from the beginning of its website, and more recently by moving away from a daily print edition to a replica edition on iPads provided to subscribers; for most people, the Sunday paper is the only print edition they'll see each week (there's just something about doing that crossword with a pen or pencil).

In discussing the change, former publisher and current chairman of the board Walter Hussman Jr. told Mark Jacob of Medill's Local News Initiative in a story published in January 2020, "We can't just lose money year after year, and that's the way it's going. And I tell them, look, we might still be able to deliver a print edition to you, but it's not the kind of paper you're going to want to read, it's not the kind of paper I'm going to want to publish. It's going to have a whole lot less news in it. It's going to have a whole lot fewer reporters and editors covering things. There's no future in that. That's what a lot of newspapers are doing, but in my opinion, there's no future in that."

There will always be hurdles, such as communities with little to no broadband access (Arkansas is still in the bottom 10 for high-speed Internet), and people who just refuse to read their news off a glowing screen.

Still, we persevere because we must. Newspapers are crucial to our communities, and not just because we want to know who got married or divorced, what the hubbub over at the Exxon station was, or what makes that peach cobbler in the Food section so delicious. We keep a light shining on government, the state, the nation and the world and keep readers informed.

Why? As Fears said, "You need news. Everybody needs news."

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*Assistant Editor Brenda Looper is editor of the Arkansas Democrat-Gazette Voices page.*

**Read the article by Brenda Looper**

**Vocabulary** – write a brief definition of the following words:

Catastrophic \_\_\_\_\_

Extinction \_\_\_\_\_

Waning \_\_\_\_\_

Hurdles \_\_\_\_\_

Persevere \_\_\_\_\_

Hubub \_\_\_\_\_

1. What is the main point of the article? \_\_\_\_\_

\_\_\_\_\_

2. Give an example of how newspapers are disappearing?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. In what ways are local newspapers important for the community?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. In your own words, explain why this year's theme for National Newspaper Week is apropos.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. Explain how newspapers are adapting.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Newspaper Connection:**

Journalists' jobs are to inform the citizens in their communities. Look through the newspaper for examples of people working with others to share information and seek the truth. What group of people are they working for? How and why are they doing it?

# **This week, and every week, newspapers are for you**

## **by Dean Ridings**

Americans have more media options than ever. We are inundated with stories, memes, videos and promotions 24 hours a day. Most of us are on social media, which is built to provide an endless feed of content to keep us glued to our screens. And unfortunately, misinformation is prevalent and much of that content isn't fact-checked, verified or professionally produced. The result is that we're not always shown what we need to know, or the information that is most likely to impact our lives. That's where local newspapers come in. Your local newspaper takes a different approach.

National Newspaper Week is a good opportunity to recognize the commitment that local newspapers make to the communities they serve. Your local newspaper is just that – local. It hires reporters who are trained to provide reliable information about the issues that matter most. Whether it's the latest happening from the local school board, changes in real estate zoning, high school football scores or a review of that new restaurant you've been wanting to try, newspapers deliver what's important to you.

Your local newspaper is far more than just print. In the ever-changing media landscape, local newspapers have evolved to true multi-channel content providers. From websites to apps, emails, newsletters, video and podcasts, local newspapers are delivering news in innovative ways. As a reader, you get to choose when and where to get the news you need, and no matter the method, can always be assured what you're reading is credible and reliable.

Although the format or device readers use to connect with their local newspaper might vary, it's clear that newspapers are relied on as the source for local news. A recent national study conducted by the independent research firm Coda Ventures shows that 79% of Americans use local newspapers to stay informed about their communities and depend on them to feel connected and to decide where they stand on local issues and to find places and things to do. Further, six out of 10 American adults use newspaper advertising to help them decide what brands, products and local services to buy. It's clear that local newspapers are vital to healthy communities.

In spite of the new ways to connect with your local newspaper, it's true that the newspaper industry is facing significant challenges. Rising costs, national competitors and the impact of Big Tech companies using newspapers' content without compensation have all impacted your local newspaper. Now, more than ever, we need their commitment to journalism's core values. As we recognize National Newspaper Week, let's focus on the vital role that newspapers play, and consider how we can support them. Subscribing or advertising in your local newspaper not only supports the newspaper but is also an investment in your community.

On a national level, the Community News and Small Business Support Act (HR 4756) has recently been introduced in Congress. This bill would provide local newspapers with financial

support for their newsroom employees, and would go a long way to providing your newspaper with support for the reporters and photographers that are sorely needed. Encourage your members of Congress to support this bill!

Whether you access the content from your local newspaper in print or online, remember that it is produced for you. And behind the articles, columns, and images your newspaper produces is a team of local residents who are committed to making your community stronger! Join me in thanking your local newspaper – during National Newspaper Week – for the good work it does to keep your community informed.

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*Dean Ridings is the CEO of America's Newspapers.*

## Read the article by Dean Ridings

**Vocabulary – write a brief definition for the following words and phrases:**

Inundated \_\_\_\_\_

Prevalent \_\_\_\_\_

Verified \_\_\_\_\_

Commitment \_\_\_\_\_

Device \_\_\_\_\_

Vital \_\_\_\_\_

1. What is the main point of the article?

\_\_\_\_\_

2. Why is misinformation prevalent on social media?

\_\_\_\_\_

3. How have local newspaper evolved?

\_\_\_\_\_

\_\_\_\_\_

4. What does the recent national study conducted by the independent research firm Coda Ventures show?

\_\_\_\_\_

\_\_\_\_\_

5. What does the Community News and Small Business Support Act do?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **Newspaper Connection:**

- Search recent editions of the newspaper for a community news article. On a piece of paper, write down the main ideas and facts of the article. Write down what you have learned about your community based on this article. Share what you have learned with your class.
- Create a class weekly newspaper. As a class, develop your own newspaper reporting on the activities of the past week or two. Have students write about school events or other things that might interest them. Assign each student to a specific task including, photographer, cartoonist, reporter, editor, printer, carrier (distribution), etc.

By ERIC MEYER

Editor and publisher  
Marion County (Kansas) Record

“Newspapers are dead,” a solemn but dubious audience of students heard. “In 10 years, they’ll be gone altogether.”

We’ve all heard the grim assessment.

But it didn’t come this year, when corporate greed downsized far too many newsrooms.

It didn’t come 15 years ago, when social media began to cocoon us into echo chambers that let us hear only what we believe.

It didn’t come 30 years ago, at the dawn of the Internet letting us browse multiple sources of information.

It didn’t come 45 years ago, when cable news channels began giving us talking heads, mouthing the same points over and over.

The grim assessment came 75 years ago, in a journalism class that my father, a 1948 graduate, attended as a college senior.

Newspapers, he was told, soon would be replaced by a new, high-tech alternative:

Facsimile.

Yes, fax machines.

As Mark Twain would have noted, reports of our death have been greatly exaggerated. And it’s not because we’ve been turned into unkillable zombies.

We haven’t died because democracy needs us, and smart people nationwide know it.

If you have any doubts, look at the more than 10,000 messages of support we’ve received at the Marion County Record from all over the nation and world.

Along with those messages have come more than 5,000 orders for new subscriptions — not bad for a newspaper that had a press run of only 4,000 before police attempted to intimidate us and a local politician with coordinated raids later found to have been illegal.

They came at us like a SWAT team going after a jaywalker who actually was in a crosswalk at the time.

Now that the dust of seizing seven computers and four cell phones has settled, the truth has become clear.

Their raid wasn't to investigate any crime, which never occurred. It was to put us in our place like a bunch of 300-pound defensive linemen smashing into a quarterback after he releases a pass.

Eventually, the legal system threw a flag on the play. But before that, people all over the globe — a quarter of a million of them who read about the raid on our website, plus countless others who read about it elsewhere — gasped in horror and demanded justice.

Speaking truth to power — the goal of every decent news organization — is just too important to our democracy.

Our computers may have been seized, but our newspaper — along with the unvarnished truth it seeks to impart every week — could not be silenced. If it had been, it wouldn't have been a medium that died. It would have been democracy.

Democracy is, as Winston Churchill said, the worst form of government — except for all the others that have been tried.

Democracy requires truth and facts — and a willingness not just to listen to them but also to give voice to them.

That's what newspapers do — asking questions when others are afraid to do so and providing truth that others seem reluctant to accept.

An old retort, intended as an insult, was that newspapers afflict the comfortable and comfort the afflicted.

But what's wrong with that?

Democracy isn't about Barney the Dinosaur singing, "I love you; you love me."

Putting up a false façade of everyone agreeing about everything might work if every politician, every bureaucrat, every person in power was a benevolent dictator, caring only for everyone else's well-being.

Ask the survivors of Nazi Germany or Putin's Russia how that worked out.

True democracy isn't neat and tidy. It's about disagreement — everyone presenting his or her personal truths in a public arena, then coming together to compromise on something that is at least minimally satisfying to the majority while protecting the minority.

By their very nature, newspapers are charged with finding hidden facts, speaking for the voiceless, and arguing for those who cannot easily be heard.



To some in the Barney generation, that makes us negative.

To others, it makes us patriots.

*Returning to a weekly newspaper he purchased in 1998 with his parents and worked at from fifth grade through college, Eric Meyer, 70, is spending his retirement as majority owner, editor, and publisher of the Marion County Record in Marion, Kansas.*

*A veteran of two years at the Bloomington (Illinois) Pantagraph and 18 years at the Milwaukee Journal, where he was news, photo and graphics editor and a Pulitzer Prize nominee for coverage of computer hackers, he spent 26 years as a tenured professor of journalism at the University of Illinois before retiring in 2021.*

*While a professor, he also worked as a consultant to more than 350 online publishers worldwide, was a visiting professor of social media at the Dallas Morning News and created and eventually sold an Internet startup that was the online home of American Journalism Review magazine.*

*He is the recipient of more than 200 statewide awards for everything from investigative reporting and editorial writing to photography and design and national awards for projects focusing on campus crime, the identity of Deep Throat and student engagement in elections.*

## Read the article by Eric Meyer

**Vocabulary – write a brief definition for the following words and phrases:**

Dubious \_\_\_\_\_  
Assessment \_\_\_\_\_  
Cocoon \_\_\_\_\_  
Grim \_\_\_\_\_  
Subscription \_\_\_\_\_  
Patriot \_\_\_\_\_

Write a reaction blog to this article include the following ideas:

- What are your thoughts about this article?
- Do you agree with the author's ideas? Why or why not?
- Do you agree that Democracy needs a free press? Why or why not?
- What rhetorical appeals is the author using in this article?

### **Newspaper Connection:**

• Is there still “power in the press.” There has been a lot of challenges to the press lately, especially in America. The U.S. Press Freedom Tracker is a database of press freedom incidents in the United States — “everything from arrests of journalists and the seizure of their equipment to interrogations at the U.S. border and physical attacks. The Press Freedom Tracker documents incidents across the country, involving national, state and local authorities.” Check out the website, <https://pressfreedomtracker.us>. Choose one of the articles listed on the website and analyze it in a fully-developed paragraph. Share the information you have learned with your class. Write a Letter to the Editor of your newspaper about your thoughts about this information.

## “Times may change, but the need to support a free press has not”



By Kathy Kiely

*Kathy Kiely is the Lee Hills Chair in Free Press Studies at the University of Missouri School of Journalism. She is a veteran reporter and editor with a multimedia portfolio and a passion for transparency, free speech and teaching. After a long career covering politics in Washington, Kiely moved into the classroom full-time because, she says, universities are the laboratories that will discover the formula for making fact-based journalism viable again.*

Once upon a time, having a job at a newspaper meant working in one of the most imposing buildings in town, inhaling the acrid aroma of fresh ink and the dusty breath of cheap newsprint and feeling mini-earthquakes under our feet every time the presses started to roll. For those of us old enough to remember those days, National Newspaper Week 2019 could be one big, fat elegiac nostalgia trip.

Today, many newspapers are ditching the imposing buildings for low-rent storefronts and have outsourced the printing. Those could be the newspapers that are left. My hometown had three daily newspapers when I was a kid. Now it's down to one that shows up in print just three days a week. Youngstown, Ohio just became the first major American city without any newspaper at all. As University of North Carolina professor Penny Abernathy has documented in her groundbreaking research on the news desertification of America, upwards of 1,300 communities that had newspapers of their own in 2004 now have none.

But if we ink-stained wretches fall prey to the temptation to spend National Newspaper Week crying in our beers, we'd be wasting an opportunity.

Real newshounds don't wallow in the cozy memories of a sepia-stained past. We are about the now and the next. Our job has always been to help our communities recognize the today's challenges of today and turn them into the tomorrow's promise.

Yes, it's awkward that of today's biggest challenges involves us —the newshounds. We've always been better at telling your story than telling our own. Yet this is your story too: The future of democracy is inextricably bound up with the future of a free press.

So here, dear readers, are some facts you need to know:

### **Newspapers are more than a medium**

Increasingly, for both younger and older readers, that low-grade paper with come-off-on-your-hands ink is being replaced by bits and bytes that light up your phone or tablet or computer.

What can't be replaced, however, and what should never be made obsolete is the primary function that newspapers have traditionally performed: Deploying small armies of reporters, photographers and editors to find and produce stories on everything from natural disasters to political scandals to your neighbor's golden wedding anniversary, to catch the mistakes before they make it into print and to correct them when they do (hey, we're human).

### **You never paid for news**

That 25 or 35 cents you used to plunk into a newspaper box didn't come close to covering what it cost to produce what we newsroom denizens like to call "the daily miracle." The high cost of public service journalism has always been subsidized by advertisers. And the big dogs in the economic equation were not the car dealers or department stores who bought those big, full-page displays. At most newspapers, classified ads produced the lion's share of revenues.

## Read the article by Kathy Kiely

Vocabulary – write a brief definition of the following words:

Nostalgia \_\_\_\_\_

Outsourced \_\_\_\_\_

Inextricably \_\_\_\_\_

Subsidized \_\_\_\_\_

Behemoths \_\_\_\_\_

Propaganda \_\_\_\_\_

1. What is the main point of the article? \_\_\_\_\_

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2. Why does Kiely claim newspaper readers never paid for news? \_\_\_\_\_

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3. What is the primary function of newspapers? \_\_\_\_\_

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4. Why isn't news on the Internet really free? \_\_\_\_\_

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5. How can you become more mindful of your digital diet? \_\_\_\_\_

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### Newspaper Connection:

- Look through today's newspaper and make a list of all the information contained in the newspaper including articles, advertisements, cartoons, photographs and editorials. List all of the facts you have learned and create an infographic to share with your classmates depicting what information is contained in the daily newspaper.

## Journalism matters because democracy matters



**By Dave Zweifel**  
Editor Emeritus  
*The Capital Times*  
Madison, Wis.

An in-depth newspaper investigation revealed that a state-operated home for aged military veterans was providing sub-standard care and that taxpayer money that was to go to improve the home was spent elsewhere. The result was the replacement of the state's veterans secretary and numerous corrections at the home.

Another investigation explored the increase of neighborhood violence and the proliferation of firearms that awakened community groups and law enforcement to explore ways to address the problems and find solutions before it becomes even worse.

Yet another series of newspaper stories documented the impact of stormwater runoff on the area's highly-used lakes, complete with proposals on how the environmental damage can be corrected before pollution becomes even worse. Governmental agencies and citizens have since come together to act.

These are recent examples from just one community, Madison, Wisconsin, that are regularly repeated at newspapers, television news outlets and other media throughout the land — all examples of why journalism matters as much today as it has throughout history.

But it's not just the investigative pieces that seek to right a wrong. It's journalism that chronicles the school board meeting, the arguments about whether a city needs a tax increase, the reasons why a water main needs to be replaced, the achievements of the high school scholars, the heroics or, perhaps, the agonies of the sports team, or the story of a neighborhood volunteer who helps make life better for someone in need.

The founding fathers decided more than 200 years ago that if democracy was to function as they intended, there had to be a means to keep tabs on the people's governments. They adopted the First Amendment to make sure those governments couldn't hinder the people's right to know or silence the opinions that might not please those in power.

Journalism exists to keep the people informed. It exists to spread knowledge and, yes, it exists to provide viewpoints from many different perspectives, to provide the fuel that people in a democracy need to take part in their governments.

Journalism matters because democracy matters. The two are inseparable.

## Read the article by Dave Zweifel

**Vocabulary – write a brief definition for the following words and phrases:**

Investigation \_\_\_\_\_

Proliferation \_\_\_\_\_

Investigation \_\_\_\_\_

Pollution \_\_\_\_\_

Democracy \_\_\_\_\_

Hinder \_\_\_\_\_

1. What is the main point of the article? \_\_\_\_\_
2. What was the result of the investigation into the state-operated home for aged military veterans? \_\_\_\_\_  
\_\_\_\_\_
3. What caused governmental agencies and citizens have since come together to act regarding the community's stormwater runoff problem? \_\_\_\_\_  
\_\_\_\_\_
4. Why did the Founding Fathers create the First Amendment? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. Why are democracy and journalism inseparable? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

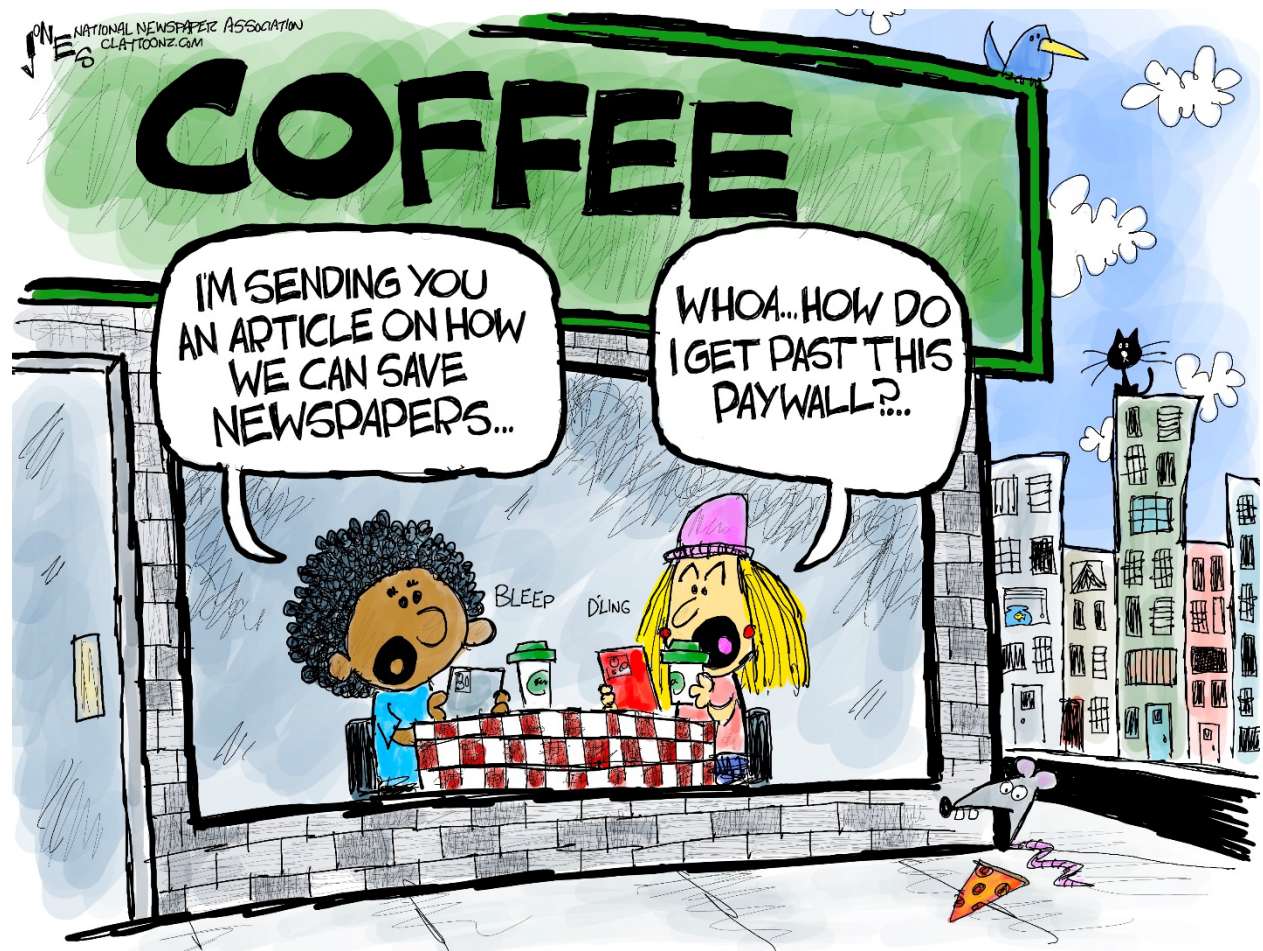
### **Newspaper Connection:**

- The author writes, "Journalism exists to keep the people informed." Look for examples of this statement in the newspaper. Find examples of articles that keep people informed and create a chart and/or infographic listing the importance of those articles to the community. Share what you have found and learned with your class.

## **Interpreting cartoons**

Students can determine the meaning of cartoons through the analysis of the literal, symbolic and figurative meanings of the elements the artist used and their effect. Students are asked to describe the overall effect of the cartoon, and how the artist's choices combine to create that effect.

Finally, students can determine the purpose of the cartoon and how it relates to current issues through discussion questions.





"A CITY WITHOUT A  
NEWSPAPER IS A  
CITY WITHOUT A SOUL."  
-LUIS A. FERRÉ

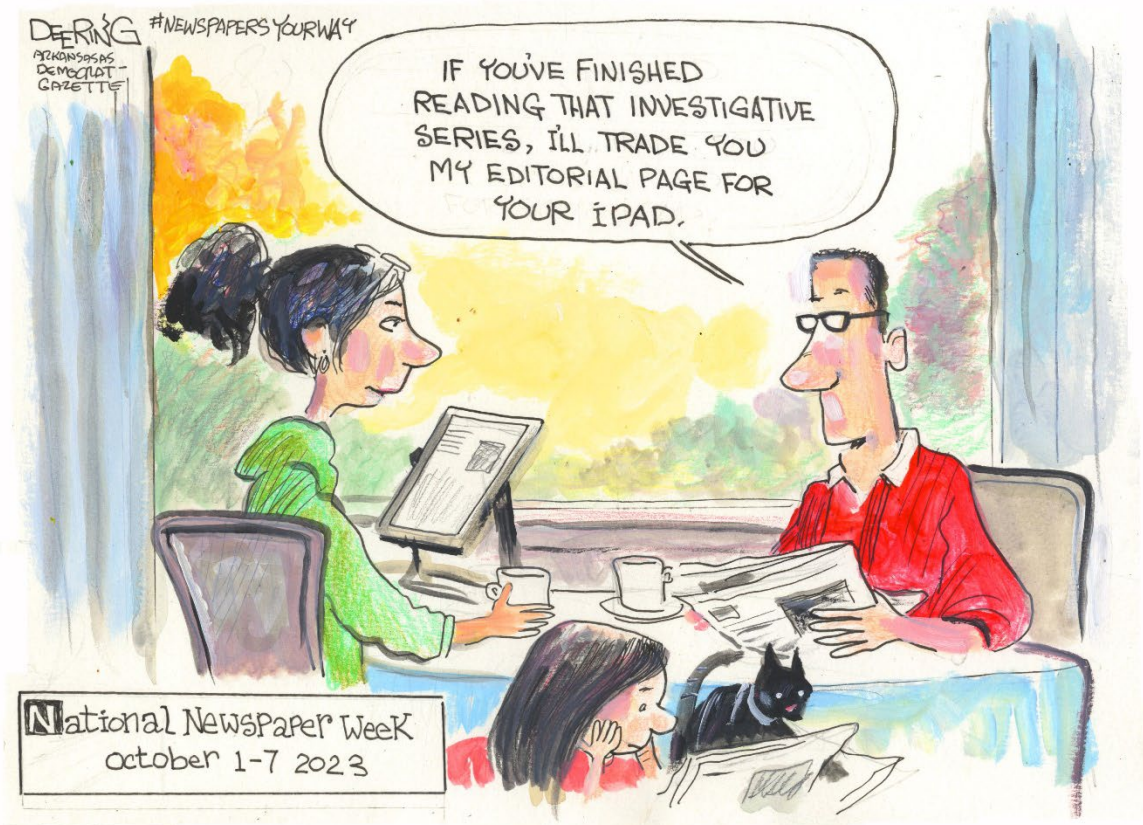


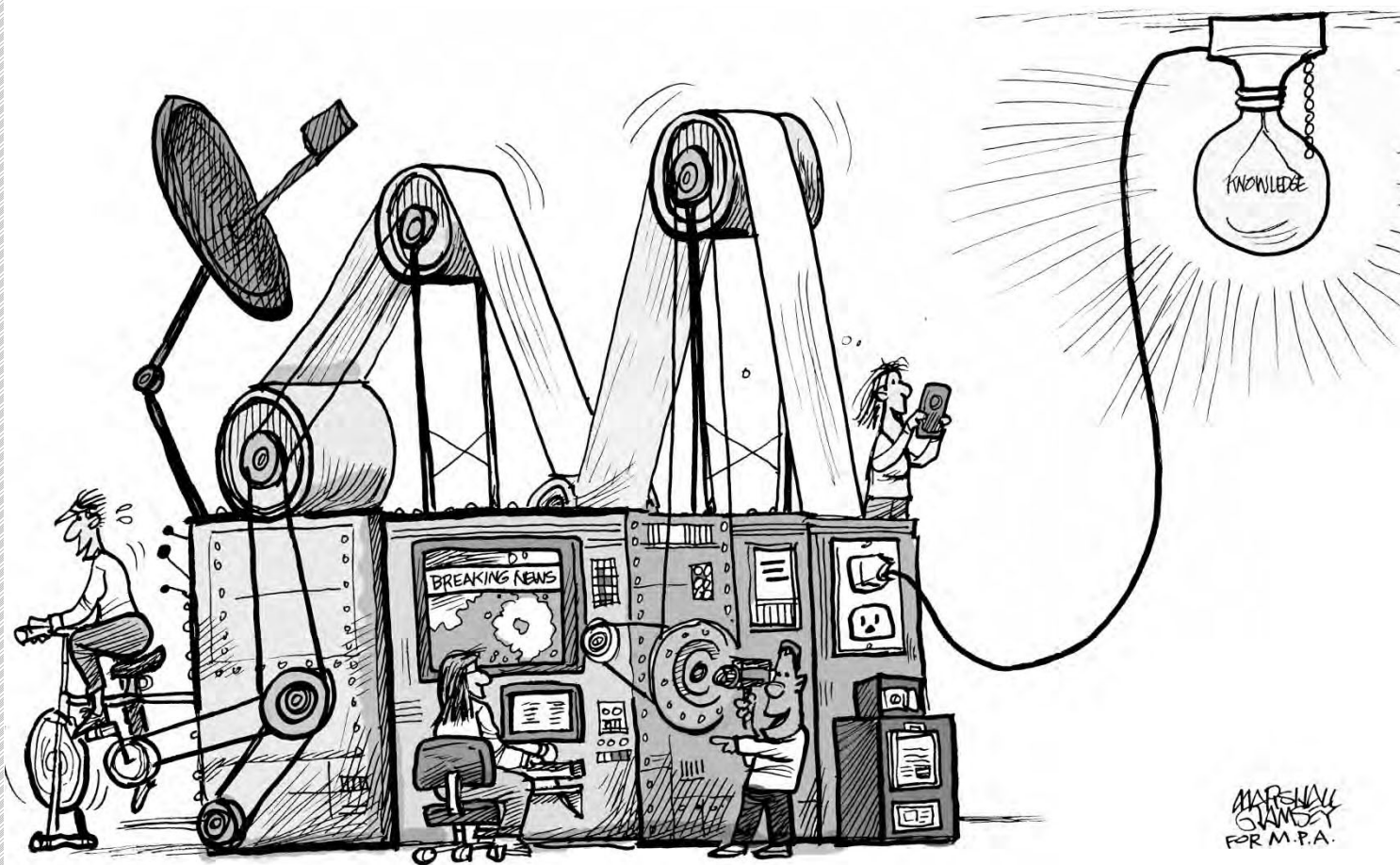
NATIONAL NEWSPAPER WEEK

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GAZETTE

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SERIES, I'LL TRADE YOU  
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National Newspaper Week  
October 1-7 2023





THE POWER OF THE PRESS



# Still bringing communities together!



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KOTERBA

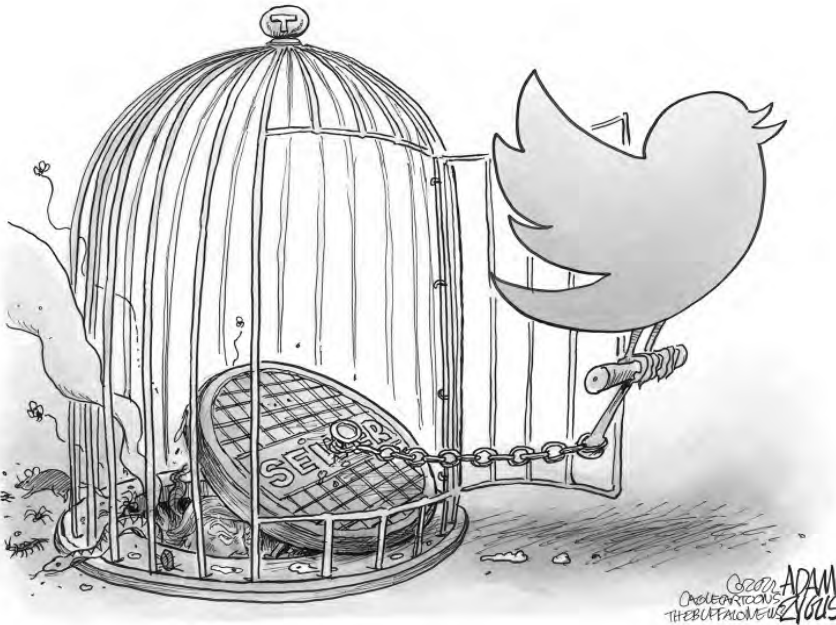


# Cartoons for the Classroom

Presented by NIEonline.com and the Association of American Editorial Cartoonists (AAEC)



## Will new owner 'free' Twitter speech?



Adam Zyglis, The Buffalo News / Courtesy of Cagle.com

1. What do these cartoons say about billionaire Elon Musk, a self-described "free speech absolutist," buying Twitter?
2. Musk has said that social media should allow all speech permitted by law. How would that work in countries where criticizing leaders, questioning religion or disagreeing about history can result in a lengthy prison sentence or even death?
3. Are threats or calls for violence covered by free speech rights?
4. What is misinformation? Who gets to decide what it is? Could it be dangerous? Any examples of obvious misinformation online?

### Between the lines

"Dis- and misinformation are hardly absent from Twitter, but removing the restraints that have been applied will flood the zone." - Cheryl Rofer, physicist and Twitter user.

<https://www.seattletimes.com/opinion/twitter-elon-musk-and-free-speech-absolutism/>

### Additional resources

#### ■ More by Adam Zyglis

<https://www.cagle.com/author/adam-zyglis/>

#### ■ More by Gary McCoy

<https://www.cagle.com/author/gary-mccoy/>

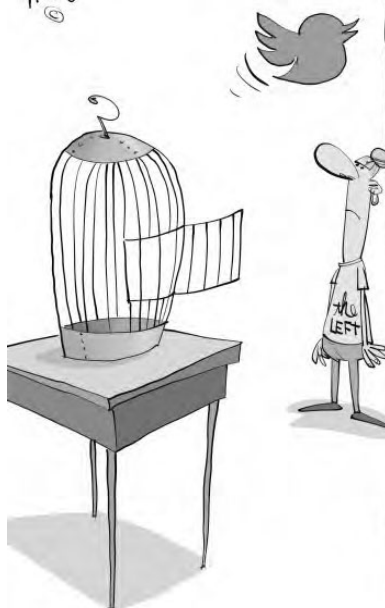
#### ■ Association of American

Editorial Cartoonists

<http://editorialcartoonists.com/>

CAGLECARTOONS.COM

GARY MCCOY



Gary McCoy / Courtesy of Cagle.com

## Going beyond the text

The editorial page of the newspaper provides readers with differing opinions about news events.

Editorials present the views of the newspaper. Opinion columns present the views of individuals who comment regularly on news topics. Letters to the editor present the views of the newspaper's readers.

Read the *Tampa Bay Times* editorial titled "Striving to keep the truth" and the opinion article "Stop Attacking the press."

Identify the main purpose of each article and the 5 W's (who, what, when, where, why) of the article. Identify the standard editorial elements in each article and note the following points.

- Presenting opposing points of view
- Refuting opposing points
- Presenting details supporting the newspaper's position
- Urging readers to make a decision

Next, explain your reaction to the editorial. What do you consider to be the most persuasive points made in the editorial? Did the editorial change your mind or strengthen your original position? Why or why not?



## **Going Beyond the Text**

### **Newspaper in Education Activities**

- Newspaper articles, cartoons, photos and advertisements are a consistent source of informational text. Reading the newspaper at home and at school is a great way to increase critical thinking skills and prepare for the Florida Standards. Are you familiar with the structure of a newspaper? The best way to acquaint yourself with a newspaper is by looking at the index, which is like a table of contents. According to the index, what pages are the following found on: classified ads, sports, editorials, local news, weather and the crossword puzzle? Where would you most likely find articles focused on health or politics? Would these articles be in more than one section of the newspaper? Why?
  
- The newspaper is broken up into sections. Write down each section of the newspaper on a piece of paper. Select a photo from each section of the newspaper that you think is interesting. Study the photo carefully and create sensory images that describe some of the ideas you are reminded of by looking at the photo. It may help you to imagine being on the scene when the photo was taken. Describe the images you see. If you were on the scene what would you hear? What would you smell? Describe as many points as you can. Compare what you wrote to what your classmates described. Did everyone see, hear and smell the same things?
  
- Stories about sports or entertainment events in newspapers usually recap the most important events that occurred during the game, or at the concert, play or festival. For the reader who wants a good review, the newspaper relates the main idea in a descriptive manner. A reader can usually find the main idea of the story in the lead sentence or paragraph. The remaining paragraphs usually provide other details or highlights of the event. Choose a story about an event recap from your newspaper and identify the main elements of the story. These elements should be answers to the 5 W's (who, what, when, where, why).
  
- A headline in the newspaper often gives a general idea of what the news story that accompanies it will be about. Headlines usually provide factual information. Select two headlines from your newspaper. On the top of one side of a piece of paper, write down the first headline. On the top of the other side of the paper, write down the second headline. Below each headline, write details that you find in the accompanying story that support the idea communicated by the headline.

- Look up the words “hero” and “celebrity” in a dictionary. Once you know the dictionary definition (denotation), discuss with your class what the connotations of these words are. Look through the newspaper to identify people who you would consider to be heroes and others who you would define as celebrities. List the names of these people and the newspaper section in which you found their names or pictures. Be sure to note why you categorized each person the way you did.
  
- Conflict is something that is inevitable in real life. It happens every day: at home, at school, in the neighborhood, in the world. Conflict is represented in all sections of the newspapers, as well. Look through the newspaper to find examples of conflict. Determine the types of conflicts and possible solutions for each incident that you find. For each conflict, determine what actions might have been taken to avoid the conflict.
  
- The comic strips in the newspaper often reflect real life. We can be pleased with this because there is much honesty that can be found among the characters in various comic strips. Read through the comic strips in the newspaper. As you read, look for examples of honesty or truthfulness in each character’s speech and actions. Write a brief paragraph about the comic strip and the qualities you have discovered in the character or characters. Share your thoughts with your classmates.
  
- Knowing the difference between fact and opinion is very important, especially when it comes to information about your community and the world. Oftentimes, leaders try to influence young people by providing propaganda or false information to persuade the young people to join their side in an argument, cause or for an event. Look through the news sections of the newspaper. Select a few articles of interest and evaluate those articles for facts and opinions. Draw a line down the center of a piece of paper. Label one side Fact and the other Opinion. List statements in each category and discuss with your family and class why these statements fall into that category. Think about the content of the articles and the information on your chart. Thinking about the idea that facts can be persuasive, write an essay or blog post discussing the ideas you have read about and learned.

- Evaluating advertisements is an important skill. One of the biggest advertisers is the diet industry. The diet industry is big business in the United States. Why does the diet industry tend to make big promises about quick results? Television commercials, radio spots, newspaper ads ... the focus is always on losing weight quickly without any effort. The Purdue Online Writing Lab defines fallacies as “common errors in reasoning that will undermine the logic of your argument. Fallacies can be either illegitimate arguments or irrelevant points, and are often identified because they lack evidence that supports their claim.” Research the types of logical fallacies. Then find an ad or article in the newspaper that focuses on a diet or diet product. Apply your new knowledge to the information in the ad and analyze the points presented. Create a chart or infographic with the information you have read and learned about. Share your information with your class.
  
- Science plays an increasingly important role in our lives. Science stories today involve more than news of the latest invention or medical advance. Every science issue has implications on many levels: personal, social, economic, political, religious and ethical. There are multiple sides to every science story. Technological advances, for example, may increase communication but may also raise questions of privacy rights. Stem cell research may hold the answers to many devastating medical conditions, but it raises religious questions as well. Science stories are found on national news pages as well as in special science news pages. Many newspapers dedicate a weekly section to science.
  - Find an article about a recent science breakthrough or advance.
  - List the benefits of the advance.
  - List any negative consequences of that breakthrough.
  - Putting these ideas together, write a fully-developed paragraph discuss the fact that every new scientific advance has consequences people may not have considered. Share what you have learned with your class.
  
- Your local newspaper’s mission is to serve your community. When there is a situation that requires community action, the newspaper reports on the problem and all the different individuals and groups that have an interest in the problem. People who are affected by a situation are often called “stakeholders.”
  - Read news stories about a problem or concern in your community.

- Identify the different stakeholders who are proposing different solutions to the problem.
  - Collect the information and write it down on a piece of paper.
  - Then develop a solution of your own. What solution would you propose that is different from any of those proposed by the stakeholders?
  - Interview family members and friends. Ask their opinions about the problem. Ask them for their solutions.
  - Write a letter to the editor or a blog post discussing how the other solutions are different from yours.
- 
- The editorial page of the newspaper provides readers with differing opinions about news events. Editorials present the views of the newspaper. Opinion columns present the views of individuals who comment regularly on news topics. Letters to the editor present the views of the newspaper's readers. Read your newspaper's editorial on a national topic that interests you. Identify the standard editorial elements in the editorial you read and note the following points. Then explain your reaction to the editorial.
    - Presenting opposing points of view
    - Refuting opposing points
    - Presenting details supporting the newspaper's position
    - Urging readers to make a decision

What do you consider to be the most persuasive points made in the editorial?

Did the editorial change your mind or strengthen your original position?

Why or why not?

- Your newspaper keeps you informed about events and changes in the world of business. Events that affect national companies can influence the country's economy. Decisions made by local businesses can affect the financial health of your community. Read a news story about a change in a business product or service. Think about the causes and effects of the change. Write down your responses to the following questions:
  - What is the headline?
  - What product or service is being changed?
  - Why did the company make the decision to change the product/service?
  - Why wasn't this change made before?
  - Do you believe this is a change for the better or the worse? Why?
  - What is your reaction to the change?

Visit the website of the company involved in the news story. Read what the company says about the change. Does the site discuss potential negative effects of the change or does it present only a positive picture? Where would you go to get a different point of view? Collect business opinion columns that address this news. How do the commentators evaluate the decision made by the company?

▪ **Newspaper Scavenger Hunt**

Go through the newspaper and find each of the following items.

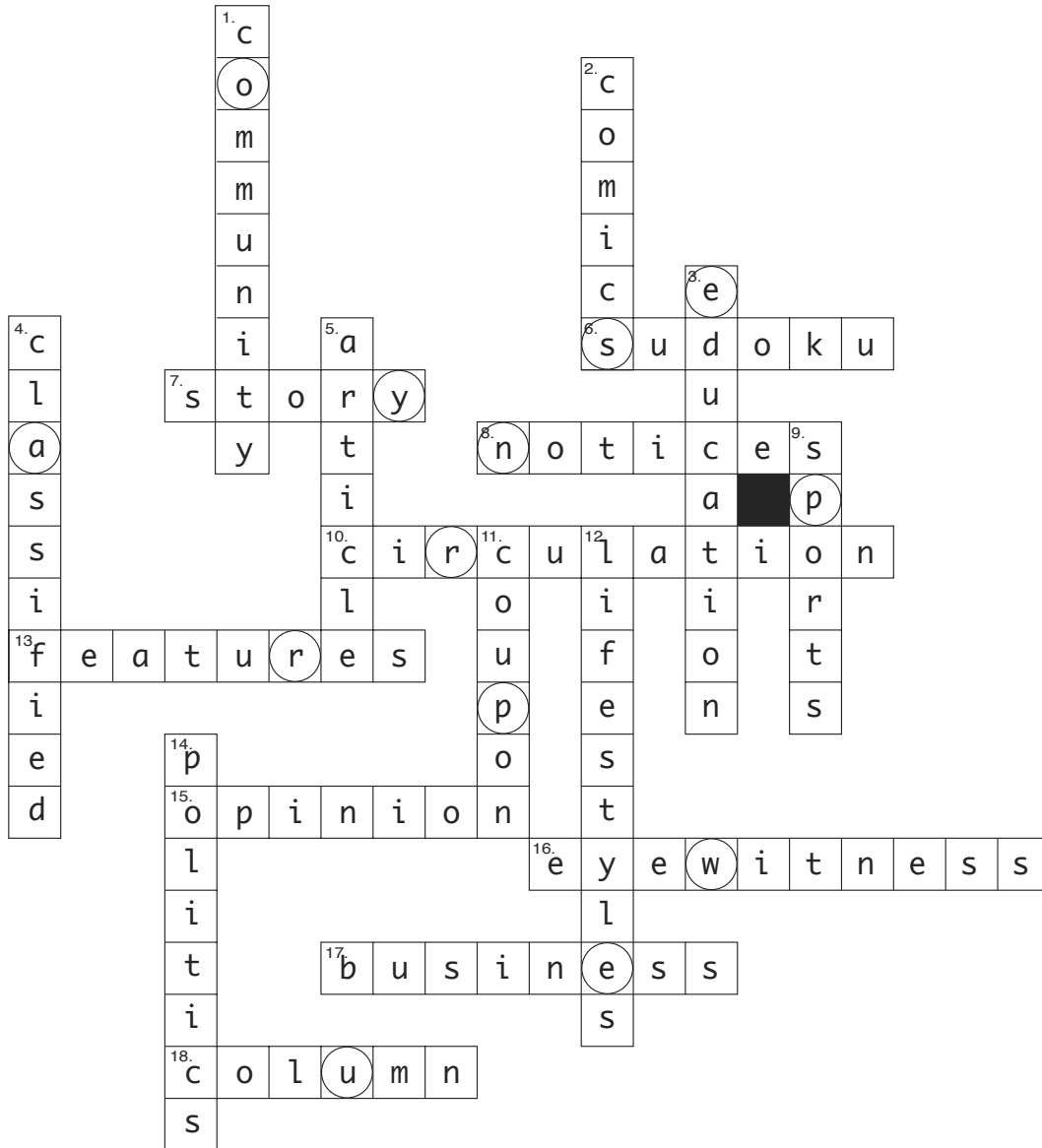
1. Color photograph
2. Black and white photograph
3. Full page advertisement
4. Advertorial
5. Capital letter
6. Number with double digits
7. Symbol
8. Hyphenated word
9. Common noun
10. Verb
11. Adjective
12. Adverb
13. Cartoon
14. Map
15. Index
16. Page number
17. Date line
18. Classified advertisement
19. Continued article
20. Obituary
21. Name of a county
22. Sports team
23. Punctuation mark
24. Name of a business
25. Statistic

\_\_\_\_\_

1. friendly neighbors
2. upright entertainers
3. the three R's
4. secret knowledge
5. *a, an or the*
9. competitive play
11. shopper's friend
12. "champagne wishes and caviar dreams"
14. pundit's bread and butter

6. numbers all in a row
7. from floor to ceiling
8. becomes aware
10. library desk
13. cinema offerings
15. court's statement
16. observer
17. daily occupation
18. rank and file formation

# NNW Crossword Answer Key



Unscramble the circled letters to find out what brings these together.

y o u r    n e w s p a p e r

## **Down**

1. friendly neighbors
2. upright entertainers
3. the three R's
4. secret knowledge
5. *a, an or the*
9. competitive play
11. shopper's friend
12. "champagne wishes and caviar dreams"
14. pundit's bread and butter

## **Across**

6. numbers all in a row
7. from floor to ceiling
8. becomes aware
10. library desk
13. cinema offerings
15. court's statement
16. observer
17. daily occupation
18. rank and file formation

# Application

**Students use previously learned information in new situations.**

SECTION	ACTIVITY
<b>National, international news</b>	Read a news story about a proposed new federal law or Supreme Court decision. Discuss the different ways the new law or court decision will affect individuals, groups and current laws.
<b>Local news</b>	Read a news story about a citizens' group that is proposing some change in your community. Describe how the proposed change would affect the social, economic and political situation in your community.
<b>Feature story</b>	Read a feature story about an individual who has achieved a major accomplishment. What lessons could you learn from this individual?
<b>Editorials</b>	Identify a problem discussed in an editorial. What existing law or ethical principle would you use to address the problem? What recommendations would you make?
<b>Sports</b>	Look at the past statistics of several teams in a professional sports league or conference. Which two teams do you think will be the league/conference leaders at the end of the season? Why?
<b>Entertainment</b>	Look at the television section of the newspaper. Develop a viewing schedule that would give you information about one of the three branches of government. Use at least two different newspapers.
<b>Science/technology</b>	Read a story about a scientific/technological advance. Write a story explaining how the advance will benefit individuals and/or businesses.
<b>Comics</b>	Find a personal problem illustrated in a comic strip. Write a letter advising the character on how to solve the problem. Base the solution on your personal experience.
<b>Display ads</b>	Locate an ad for an existing service. Suggest ways to expand the service and provide new uses for it.
<b>Classified ads</b>	Identify a problem presented in a news story. Find someone in the classified section of the newspaper who could help solve the problem.



# Analysis

**Students break down information into component parts and use the information to solve problems and make decisions.**

SECTION	ACTIVITY
<b>National, international news</b>	Read several news stories about a major national or international issue. Discuss the historical, economic and social elements that have created the situation that exists today.
<b>Local news</b>	Read news stories about a community concern and identify elements that contribute to it. Determine where you might look for ideas that address that concern—like other communities that have a similar geography, social structure or history. What can you learn from those communities?
<b>Feature story</b>	Read a feature story and identify the way it addresses these elements: (1) is timely, (2) has human interest, and (3) has a special interest for at least one group of newspaper readers.
<b>Editorials</b>	Read an editorial on a topic that interests you. Discuss how the editorial employs these elements: (1) statement of the problem, (2) opposing arguments, (3) refuting opposing arguments, (4) recommendations for solution, (5) call to action.
<b>Sports</b>	Read newspaper stories about two major teams in a sport. Compare and contrast the strengths and weaknesses of the two teams. What strengths would give one team the advantage over the other?
<b>Entertainment</b>	Look at the movie ads in the newspaper. Based on the ads and ratings, select an appropriate movie for each of these age groups: 7 and under, 8–13, 14–17, and adult.
<b>Science/technology</b>	Collect several stories about scientific advances or breakthroughs. In which area is the progress being made—biology, chemistry, physics or technology? Which advances represent contributions from more than one branch of science?
<b>Comics</b>	Examine the comics page of the newspaper. Classify the strips by these types: jokes, relationships, family/home, workplace, school, politics and other. Which type of strip do you like the best? Why?
<b>Display ads</b>	Examine a large display ad for a product in the newspaper. Determine how the ad: (1) attracts attention, (2) provides information, (3) develops interest, and (4) encourages the reader to make the purchase.
<b>Classified ads</b>	Make a column or bar chart showing the numbers of different positions advertised in the classified ads. Which types of skills are in greatest demand? Which types are in least demand? What do the advertised positions tell you about your community?

# Synthesis

**Students use prior learning and skills to create something original.**

SECTION	ACTIVITY
<b>National, international news</b>	Select a news story about an important problem facing the international community. Select people you read about in the newspaper to create a commission that could find a solution to the problem.
<b>Local news</b>	Select a news story about a concern facing your community. Identify different individuals or groups who have ideas for addressing the concern. Write three possible scenarios for the outcome of the situation.
<b>Feature story</b>	Select a feature story about an unusual individual. Write a letter to that individual commenting on his/her achievements and asking questions you have that were not answered in the story.
<b>Editorials</b>	Collect opinion columns and letters to the editor about a particular topic. List the points made in the columns and letters. Add your own points and write your own editorial.
<b>Sports</b>	Read stories about two or three different sports. Create a new sport that borrows elements from each one. Be sure the rules for your new sport encourage participation from all team members.
<b>Entertainment</b>	Look at the movie ads in the newspapers. Combine elements from two movie titles to create a new title. Write a story to go with the new title.
<b>Science/technology</b>	Locate a news story about a problem in your community. List different ways science could contribute to a solution. Write your own solution to the problem using these scientific ideas.
<b>Comics</b>	Select a comic strip that reflects something in your life. Use the strip as a model to create your own comic strip about your family, friends or school.
<b>Display ads</b>	Select three related products and/or services advertised in the newspaper. Create a new ad that puts the products/services together in a package deal.
<b>Classified ads</b>	Read a national or local news story about a current problem. Write a classified ad, offering work to someone who has the skills to solve the problem.

# Evaluation

**Students judge situations based on their personal knowledge, values and opinions.**

SECTION	ACTIVITY
<b>National, international news</b>	Select a news story about a national or international issue about which people take different sides. Discuss the consequences of each side's position. Take a stand on the issue and explain why you support that position.
<b>Local news</b>	Use newspaper stories to identify the three most important issues facing your community. Rank them from most important to least important. Explain how each issue impacts individual citizens, businesses and government institutions.
<b>Feature story</b>	Select a news story about an individual or community group that supports a particular cause. Write a letter to the editor expressing your opinion about the actions of that individual or group.
<b>Editorials</b>	Select an editorial with which you disagree. Write a rebuttal to the editorial responding to the editorial writer's ideas point by point.
<b>Sports</b>	Select newspaper sports stories profiling two athletes in the same sport. Which athlete do you find most admirable? What professional and personal qualities stand out in that individual?
<b>Entertainment</b>	Read the weekly entertainment section of your newspaper. Look at the fine arts and performing arts events taking place in your area. What type of entertainment do you think is underrepresented? What recommendations would you make to a local arts council to improve the cultural climate in your community?
<b>Science/technology</b>	Select a news story about a medical breakthrough or advance. Evaluate the benefits of the new medicine, product or procedure in terms of cost, ease of use, and side effects.
<b>Comics</b>	Examine comic strips about school or family life. Select the one you think is most realistic. Explain how that strip portrays real life.
<b>Display ads</b>	Compare and contrast ads for two brands of a product or service. Select the product/service you think is best. Explain your selection.
<b>Classified ads</b>	Read all of the classified ads related to a particular job. Which of the ads would you choose? Why? What makes that ad the most attractive?

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Jefferson Journal  
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**THE CITIZEN**  
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