



## EVALUATING SOURCES (FOCUS ON WEB/NEWS SOURCES)

If you are teaching students about evaluating sources and would like to focus on web/news sources, refer to:

- Choosing the Best Web Source
- How to Identify and Debunk Fake News
- Objectivity in Reporting

### DISCUSSION TOPICS

#### Objectivity in Reporting

Objective vs. persuasive journalism: Opinion and persuasive examples include accounts, columns, commentary, op-eds, and reviews. Look at word choices, tone, and design.

#### Website Evaluation

Discuss the differences among .edu, .com, .gov, .org, etc. Many students take these URL designations for granted and don't understand the importance or usefulness of them.

### ACTIVITIES

#### Describing a Source

Either provide a health article citing a study(ies) from a popular news site, such as the BBC or The New York Times, or ask students to find one. Direct students to locate the original source of any statistics and identify:

- Who created this information (study authors)
- Where the study originally was published
- The purpose of the study
- The source of the data
- A description of the population
- A description of the sample
- A short definition of the problem
- A short definition of the variables for the statistic reported in the newspaper
- Benchmark variables
- Questions about how the data may be flawed

If time allows, ask the students to find benchmark variables and write an evaluation of the statistic.



## **EVALUATING SOURCES (FOCUS ON WEB/NEWS SOURCES)**

### **Evaluating News Sources**

Have your students examine the infographic on the next page and discuss what they see. Discussion questions might include: What do you notice about the funding sources for the new organization described in this infographic? How might revenue sources influence the content of a particular news organization? What, if anything, do you think news organizations can do to minimize bias or influence from funding sources?

Another activity to accompany the infographic would involve asking your students to locate 2 to 3 news reports from the different news organizations on the same topic and compare them, taking into account what they have learned about their funding. Ask them: What, if any, alignment does the angle of the news piece have with a particular point of view? Is the perspective what you expected, given the funding sources? Do you think this source succeeds in being objective? Why or why not?

# FOLLOWING THE \$\$\$ TRAIL:

## NATIONAL PUBLIC RADIO, INC.



Incorporated in **1970** as a 501(c)(3) nonprofit

### MISSION STATEMENT

“To work in partnership with Member Stations to create a more informed public — one challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures. To accomplish our mission, we produce, acquire, and distribute programming that meets the highest standards of public service in journalism and cultural expression; we represent our members in matters of their mutual interest; and we provide satellite interconnection for the entire public radio system.”



**MEMBER STATIONS** are independent, and locally-owned/operated

**2/3** of member “stations are licensed to, or are affiliated with, colleges or universities”

**1/3** “are governed by community-based boards”

Some operate with **public TV stations** and **partner** with NPR to provide news

Stations apply for NPR membership → NPR distributes some programs produced by member stations

Stations receiving Corporation for Public Broadcasting grants must comply with the **Communications Act of 1934**

### MEMBER STATION REVENUE

isn't included in NPR's financial statement

Many receive grants from the **Corporation for Public Broadcasting**, created by Congress in 1967

Member stations pay **annual dues** and pay to broadcast NPR programs

### CURRENT LEADERS

**Roger LaMay**,  
Chair of NPR Board of Directors  
WXPN General Manager

**Jarl Mohn**,  
NPR President and CEO

**Howard Wollner**,  
Chair of NPR Foundation  
Former Senior Vice President of Starbucks

### ANNUAL SOURCES OF REVENUE



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