Louisiana State University

2023 BATEMAN TEAM

News Literacy Project

INFORMATION IS POWER. PLUG IN.
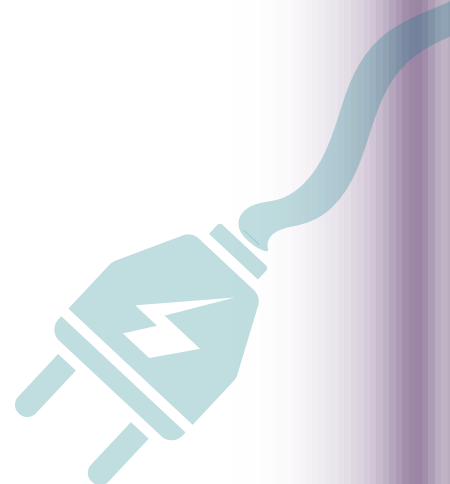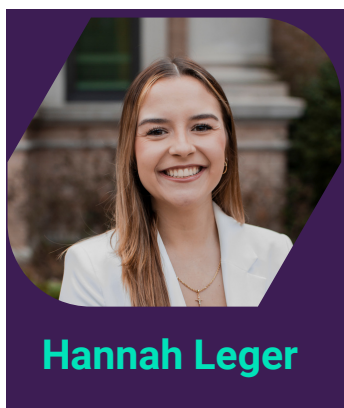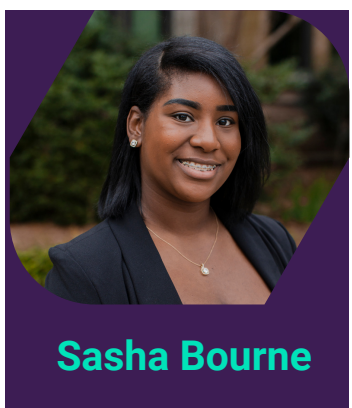
FACULTY ADVISER
Doug Draper

PROFESSIONAL ADVISER
Lance Frank

CREATED BY
Sasha Bourne, Sebastian Canales, Keegan Coon, Hannah Leger, Carley Oakley and Emilie Ravain

MEET THE TEAM

Emmie Ravain
Team Captain

Keegan Coon

Sebastian Canales

Sasha Bourne

Carley Oakley

Hannah Leger

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EXECUTIVE SUMMARY

In the era of social media, many college-aged students regularly consume news on platforms like Twitter, Instagram, and more recently, TikTok. A survey distributed by the Louisiana State University team participating in the Bateman Case Study Competition found that over 90% of respondents consumed news through social media weekly or daily. Conversely, nearly 70% of respondents reported being unable to correctly identify common news literacy terms, including "sock puppets" in real-world applications. Misinformation and fake news are heavily prevalent in this age of social media, yet many LSU community members were unequipped with the proper news literacy skills to combat these components that result from unethical journalism and contribute to a weakened democracy.

The LSU Bateman team created a public relations campaign on behalf of the News Literacy Project to encourage news literacy among Millennials and Gen Z in the LSU community and Greater Baton Rouge Area. Our campaign Plug In LSU inspired students to take an active approach when consuming news by learning how to recognize and combat misinformation practices. Simultaneously, our campaign increased awareness of the News Literacy Project and its resources like RumorGuard to further empower students to stop the spread of misinformation and fake news.

For our campaign slogan, we used "Information is power. Plug in." Our outreach challenged students to become

more skeptical when consuming news and tune into the plentiful resources NLP offers to help learners increase personal news literacy skills. After conducting primary and secondary research, we developed a plan to get LSU students excited about news literacy and NLP through interactive events, engaging social media content; and partnerships with local businesses and on-campus entities. We listened to students' thoughts on the most effective ways to reach them with our messaging and used this feedback to guide our campaign.

Students' eager attitudes and willingness to interact with Plug In LSU acted as a driving force to shape our strategy to achieve the goal of sharpening the personal news literacy skills of our community. All the components of this campaign, from branding to social media strategy, sparked students' interest and appealed to their personal sense of curiosity. The emphasis on curiosity and research that fuels the academic spirit of LSU contributed to the creation of our official Plug In LSU logo, which included a glowing light bulb. We used this theme to frame our outreach approach.

The effectiveness of our campaign is attributed to our team's observations of LSU students that ultimately allowed our campaign to achieve overwhelming success when evaluating students' awareness of NLP and news literacy overall. The LSU Bateman team's campaign Plug In LSU met multiple goals and objectives of NLP.

Electrifying FACTS

800+
STUDENTS REACHED VIA FIVE TABLE SITS HELD THROUGHOUT CAMPUS

5,014
OVERALL EVENT ATTENDEES

2,434
ACCOUNTS REACHED VIA INSTAGRAM

3,309
ACCOUNTS REACHED VIA FACEBOOK

1

Plug In

SITUATION ANALYSIS

This situation analysis includes results from the LSU Bateman team's secondary and primary research as well as a review of the strengths, weaknesses, opportunities and threats of the News Literacy Project in the Baton Rouge, Louisiana, media market. The NLP is a nonprofit organization dedicated to promoting the role of news literacy in building a stronger democracy by informing citizens.

SECONDARY RESEARCH

A review of relevant research studies helped the team members better understand how misinformation leads to distrust in the media. The three paragraphs below summarize the articles we determined to be the most valuable in planning our public relations campaign for NLP.

"Fact-checking and fairness at heart of local broadcasters' mission," published by the National Association of Broadcasters on March 23, 2021, provides insight as to how the news negatively affects African American communities, which is part of our campaign's target audience. This article details how the spread of misinformation is currently running rampant due to the proliferation of fake news sources. The article expands on how radio and television broadcasters are developing new steps to remain trustworthy in an age of fake news. It also discusses various large-scale news stories that impact African American communities. The biggest takeaway was how African Americans were skeptical of getting the COVID-19 vaccine due to deception in the past involving the Tuskegee syphilis trials. After conducting in-depth interviews in these communities, **broadcasters determined that they needed to first regain the trust of community members and then enhance that improved relationship with accurate reporting.**

A Gallup article published by Julie Ray on Nov. 18, 2021, provides details about the media preferences of younger generations, including where or how they consume information, and whether they trust it. In the article entitled, "Young people rely on social media, but don't trust it," a bar graph shows what media options individuals use for updates on current events. Social media is the dominant resource for people ages 15-24. Unsurprisingly, this age group showed the highest number of social media users compared to the others. Another graph indicated that only 17 percent of this age group trusts social media to provide accurate information. This article relates to our campaign because it documents common perceptions held by our target audience of college students.

Stanford University study entitled, "High school students are unprepared to judge the credibility of information on the internet, according to Stanford research," shows that high school students do not have the skill set to decipher fake news on the internet. Carrie Spector wrote this article, which was published on Nov. 18, 2019. She reports research from the Stanford History Education Group that paints a clear picture of young people's inability to evaluate the authenticity of online material. For example, more than half of those surveyed thought a grainy video posted on Facebook that showed ballot stuffing was "strong evidence" of voter fraud in the United States. However, the video shown was shot in Russia and contained disinformation. The study recommends creating high-quality educational resources and distributing them online. High school students unequipped to spot fake news highlights the problem with the younger generation with understanding news literacy techniques and identifying credible sources. The researchers also elaborated on how specific organizations' efforts show little progress because these efforts are usually not suitable for younger generations.

Electrifying FACT

"Young people rely on social media, but don't trust it."

Focus Groups

The LSU Bateman team hosted two focus groups on Nov. 15, 2022, in a classroom on LSU's campus. Focus group participants were LSU students recruited through personal relationships and various student organizations, such as the Black Student Union and the Latin American Student Organization. The focus groups began with a brief introduction about the purpose of the research and was followed by questions encouraging discussion of the media and various news outlets. We concluded each focus group by asking for participants' opinions on campaign logos, slogans and events.

The focus group participants shared that they are most likely to be reached by a campaign through social media and special events. Participants indicated interest in attending media literacy events on Mondays and Wednesdays, but they stressed that attendance would be highly dependent on having food and fun activities available. The participants strongly encouraged us to eliminate a panel discussion with media literacy experts as an event option because they did not think we could persuade students to attend. They recommended an education-through-entertainment approach, which includes content presented in an interactive and memorable way.

The participants also provided detailed feedback about our campaign's tentative slogan and branding. When combining the data from both focus groups, the proposed slogan, "Get out of your echo chamber" received three votes, "Look through windows, not at mirrors" received seven votes and, "Information is power. Plug in." received eight votes. Our focus group moderators asked follow-up questions about these slogans, which led to insights about what would be the most effective option for our campaign. "Information is power. Plug in." emerged as the top choice because it presented a clear call-to-action and offered the compelling benefit of using media to gather and apply accurate information in making important decisions instead of being misled by lies. **Refer to appendix page A1 for graphs and more primary research Information and appendix page A2 regarding Information-gathering interviews.**

Pre-Campaign Survey

We also developed and distributed a pre-campaign survey to gather more information on how to develop our campaign. We distributed the survey to members of our target audience in National Panhellenic Council organizations, African American Cultural Center and Latin American Student Society.

Our 1,200 responses showed us that about **30% of LSU students are unaware of what news literacy is or how to combat it**. It also reaffirmed our focus group understanding that most students use social media as their main source of news. We also saw that more than 88% of our respondents have not heard of the News Literacy Project. NLP resources such as tool Rumor Guard also have low awareness among LSU students. These findings revealed the best opportunities to enhance news literacy knowledge through our campaign.

30%

OF 1,200 LSU STUDENT RESPONDENTS ARE UNAWARE OF WHAT NEWS LITERACY IS.

LSU STUDENTS SEEK OUT NEWS THAT AFFIRMS THEIR BIASES.

MANY OF THEM DO NOT TAKE THE TIME TO FACT CHECK THEIR NEWS SOURCES.

LSU STUDENTS USE SOCIAL MEDIA THE MOST FOR CONSUMING NEWS OUT OF CONVENIENCE.

3

Plug In

SWOT ANALYSIS

We prepared the SWOT analysis below to capture our thoughts about the position we will be in when launching our news literacy campaign in the greater Baton Rouge media market.

STRENGTHS

The News Literacy Project is a national organization that provides exceptional resources available to our campaign's audiences.

NLP's sponsorship of the Bateman Case Study Competition will increase awareness of the organization among consumers in Louisiana.

WEAKNESSES

Many Louisiana residents, including LSU students, do not trust the media.

In Louisiana, there is an extreme lack of awareness of the NLP and its resources.

OPPORTUNITIES

Our team can enhance perceptions of the NLP as a highly trustworthy and relevant organization.

We will be able to increase awareness of NLP's resources, including RumorGuard and other techniques for evaluating information.

THREATS

The high volume and sophistication of fake news makes it difficult for consumers to trust the media.

Some people are not willing to change their opinions due to confirmation bias and their political affiliations.

TARGET AUDIENCES

GEOGRAPHIC

Baton Rouge, Louisiana, and surrounding areas

DEMOGRAPHIC

Louisiana State University students Minority individuals (African American and Hispanic)

PSYCHOGRAPHIC

Those who demonstrate an interest in news, the news cycle or news literacy as a whole

4

Plug In

KEY MESSAGES

- *We are LSU students supporting the News Literacy Project, a nonprofit organization dedicated to educating individuals about news literacy techniques and building a stronger democracy.*

- *News literacy is the ability to determine the credibility of news and other information and to recognize the standards of fact-based journalism to know what to trust, share and act on.*

- *Consumers should understand that misinformation is being spread through scapegoating, false dichotomies and slippery slopes.*

News Literacy Project

News Literacy Project

News Literacy Project

CHALLENGES & OPPORTUNITIES

1 People may not be concerned about news literacy and will not stray from their own biases. People want to confirm their own beliefs instead of accepting what is accurate news.

Our opportunity here is to educate students about NLP and its resources. We need to make news literacy interesting and educate students on how it may directly affect them and why they can benefit from it.

2 One of our biggest challenges would be reaching the campaign's target audience on a predominantly white campus.

We reached out to student organizations that fell under our target audiences like NPHC, the African American Cultural Center and LASSO. We asked them to be involved in our campaign and to help educate their members and other students.

3 We found from our focus groups that people believe traditional media is most trustworthy, but they use other news sources like social media to receive news out of convenience.

Our goal here is to educate students on how news literacy can be easy. You can still use certain social media sources if news literacy techniques are used. We can show our target audience that accurate information can be found conveniently by using news literacy techniques and tools.

4 Because of Mardi Gras, our team experienced a full week when students were out of town and not on campus during our implementation period.

We took Mardi Gras as an opportunity instead of a challenge by campaigning in surrounding cities, branching out from campus to reach more of our target audience that may be in news deserts.

5 By reviewing results from our pre-campaign survey, we found many of our respondents value news literacy, but they might be overestimating their abilities to detect fake news. Most also had no awareness of the News Literacy Project.

We saw this as the perfect opportunity to use our implementation period to educate our target audience about the NLP and its resources.

5 Plug In

CLIENT GOALS

- Create a **stronger democracy** by building a movement in our nation to increase news literacy among American citizens.

- **Empower individuals** and encourage them to become better informed and more engaged leaders and advocates for news literacy.

- **Educate** the target audience on NLP's tools and resources to promote using news literacy throughout daily life.

- **Create a well-informed public** that participates in informed decision-making willingly and has the ability to identify credible information.

OBJECTIVES, STRATEGIES AND TACTICS

OBJECTIVES

1. Conduct a traditional and social media campaign that reaches **at least 3,000 students** with at least one key message about the News Literacy Project by March 6, 2023.
2. **Host six events** regarding news literacy with a cumulative attendance of at least 500 by March 6, 2023.
3. Achieve at least 75 signatures for the **Plug-In Pledge** by March 6, 2023.
4. **Increase awareness of the News Literacy Project** by 50% by March 6, 2023.
5. **Raise awareness of RumorGuard** by at least 50% by March 6, 2023.

STRATEGY

- Use effective event planning and social media promotions to educate individuals about news literacy and increase awareness about the News Literacy Project.
- Use traditional media efforts such as radio, newsletters and news releases for additional outreach and promotion.
- Apply a targeted **education-through-entertainment** approach to associate news literacy with excitement.

TACTICS

The tactics for implementing this strategy fall into three categories: **event planning**, **event communication**, and **traditional and social media campaigns**.

Event Planning

- Communicate with necessary LSU officials about conducting an event in Echo Circle, including contacting personnel about materials such as tables and chairs.
- Communicate with LSU Dining about conducting the Food for Thought event and securing the necessary materials.
- Communicate with Manship School of Mass Communication staff members about hosting the Plug-In Party on March 1 in the Journalism Building.
- Reach out to local businesses and organizations about in-kind donations for use and distribution at campaign events.

Event Communication

- Plan and host fun, highly visible events that attract the attention of students with priorities other than news literacy.
- Distribute materials about news literacy techniques to all event participants.
- Create and set up on-theme, News Literacy Project-specific decorations, activities and handouts for all events.
- Recruit volunteers for events and train them with information about how to direct someone to additional NLP resources.

Traditional and Social Media Campaigns

- Create and distribute a news release that promotes the Plug In LSU campaign and the News Literacy Project.
- Conduct a social media campaign that posts multiple times per week and promotes Plug In LSU events along with News Literacy Project resources.
- Partner with other organizations and prominent social media figures around campus to promote the Plug In LSU campaign along with News Literacy Project resources.

EVALUATION

OBJECTIVE 1: Conduct a traditional and social media campaign that reaches at least 3,000 students with at least one key message about the News Literacy Project by March 6, 2023.

EXCEEDED!

Our campaign reached over 15,000 individuals through traditional and social media campaign tactics, representing 500% of the goal. Refer to A9 through A20.

- Traditional media tactics, including campus newspapers, campus radio and weekly newsletters, are estimated to have reached over 10,000 people.
- More than 3,300 individuals saw our Instagram content. By the end of the campaign, we achieved 790 interactions through this account.
- Appromately 1,958 individuals saw our Twitter content.

OBJECTIVE 2: Host six events regarding news literacy with a cumulative attendance of at least 500 by March 6, 2023.

EXCEEDED!

Over 900 individuals attended the campaign events we created or helped host, representing 180% of the goal. Refer to A21.

- Approximately 200 people attended the Plug-In Party to play games, win prizes and engage with news literacy resources. Each of the seven games employed a news literacy metaphor, reinforcing our education-through-entertainment strategy. Refer to A28.

- More than 150 people attended our forum to hear from esteemed reporters of The Washington Post and the Wall Street Journal about their experiences during the Trump presidency. This discussion with experts in the journalism profession provided context for our messaging regarding the dangers of spreading misinformation and "fake news." Refer to A23.

- Eighteen people attended our exclusive Food for Thought event. Through learning how to make sushi, participants engaged with the metaphor of news literacy as food preparation, reinforcing our education-through-entertainment strategy. Refer to A26.

- We interacted with 54 people at our karaoke night. Through holding this event in a more relaxed environment, we were able to engage with attendees about the importance of news literacy, applying our education-through-entertainment strategy. Refer to A27.

- An estimated 500 people attended our game show, which took place as part of a larger event on campus. Through using games as a means to introduce attendees to news literacy, we were able to demonstrate the importance of following the rules and using proper techniques, demonstrating the value of our education-through-entertainment strategy. Refer to A24.

OBJECTIVE 3: Achieve at least 75 signatures for the Plug-In Pledge by March 6, 2023.

EXCEEDED!

We had 116 individuals sign our Plug-In Pledge, which demonstrated their understanding of the importance of news literacy and committing themselves to employing effective news literacy techniques. This represents 147% of the goal. Refer to A31.

OBJECTIVE 4: Increase awareness of RumorGuard by 50% by March 6, 2023.

EXCEEDED!

Awareness of the News Literacy Project increased 76.6%, from 12.2% in the campaign pre-survey to 88.8% in the post-survey, representing 153% of the goal. Furthermore, this represents over 600% growth from the original pre-campaign level. Refer to A32.

OBJECTIVE 5: Increase awareness of the News Literacy Project by 50% by March 6, 2023.

EXCEEDED!

Awareness of RumorGuard increased 66.4%, from 5.3% in the campaign pre-survey to 71.7% in the post-survey, representing 133% of the goal. Furthermore, this represents over 1,250% growth from the original pre-campaign level. Refer to A33 through A36.

BUDGET

BUDGET: $300		
Item	Value	Additional Notes
domain name:	$50	pluginlsu
T-shirts:	$37	
buttons: (career center has maker)	free	
Constant Contact	$45	
LinkTree 2 months tracking analytics	$10	
Snapchat geofilter	free	
QR code activation subscription	$35	
purple photo booth props	$10	
yellow neon light bulbs	$14	
stickers	$72	1,000 stickers
Total	$273	

IN-KIND DONATIONS: $1000 MAX		
Item	Value	Additional Notes
City Gelato Gift Cards	$90	$10 Gift Cards (9)
Lighthouse Coffee giveback	$42	Used for Plug-In Party Pizza
Chimes	$100	$25 Gift Cards (4)
Fat Boys	$50	$25 Gift Cards (2)
The Rev	$100	$20 Gift Cards (5)
French Truck	$25	$25 Gift Card (1)
cookie cake	$50	
waters/pretzels/chips	$53	
utensils/napkins/cups	$30	
balloon arch	$16	
Sam's cupcake tray	$17	
plastic cups	$20	
phone wallets	$40	
Hobby Lobby + Dollar Tree candy/goody bags/tablecloths/prizes/spray paint/markers/balloons	$100	
Total	$733	

CONCLUSION

IMPACT

The Plug In LSU campaign achieved overwhelming success in boosting awareness of NLP, its featured resources and the news literacy skills of LSU students and community members. By using fun and engaging events and social media content, Plug In LSU empowered LSU community members to challenge themselves and take a skeptical approach to news consumption. This empowerment ignited students' interest to learn how to be more proactive when consuming news and ultimately build a better democracy as NLP intended.

The LSU Bateman team uncovered an important aspect of navigating this age of social media with our campaign. We relied on the daily habits of students' social media use to direct their attention to ways in which they can increase personal news literacy skills and improve their online experience when consuming news. Our campaign reached over 5,267 people in the Greater Baton Rouge Area via Plug-In LSU social media accounts and traditional media outreach. In addition to engaging in face-to-face interactions with approximately 1,000 LSU students on campus, our campaign achieved 116 signatures on our Plug-In Pledge with a 628% increase in awareness of the NLP and similar increases in awareness of news literacy techniques and issues. Based on our surveys, we achieved remarkable increases of up to 1,250% in awareness at LSU by conducting our campaign.
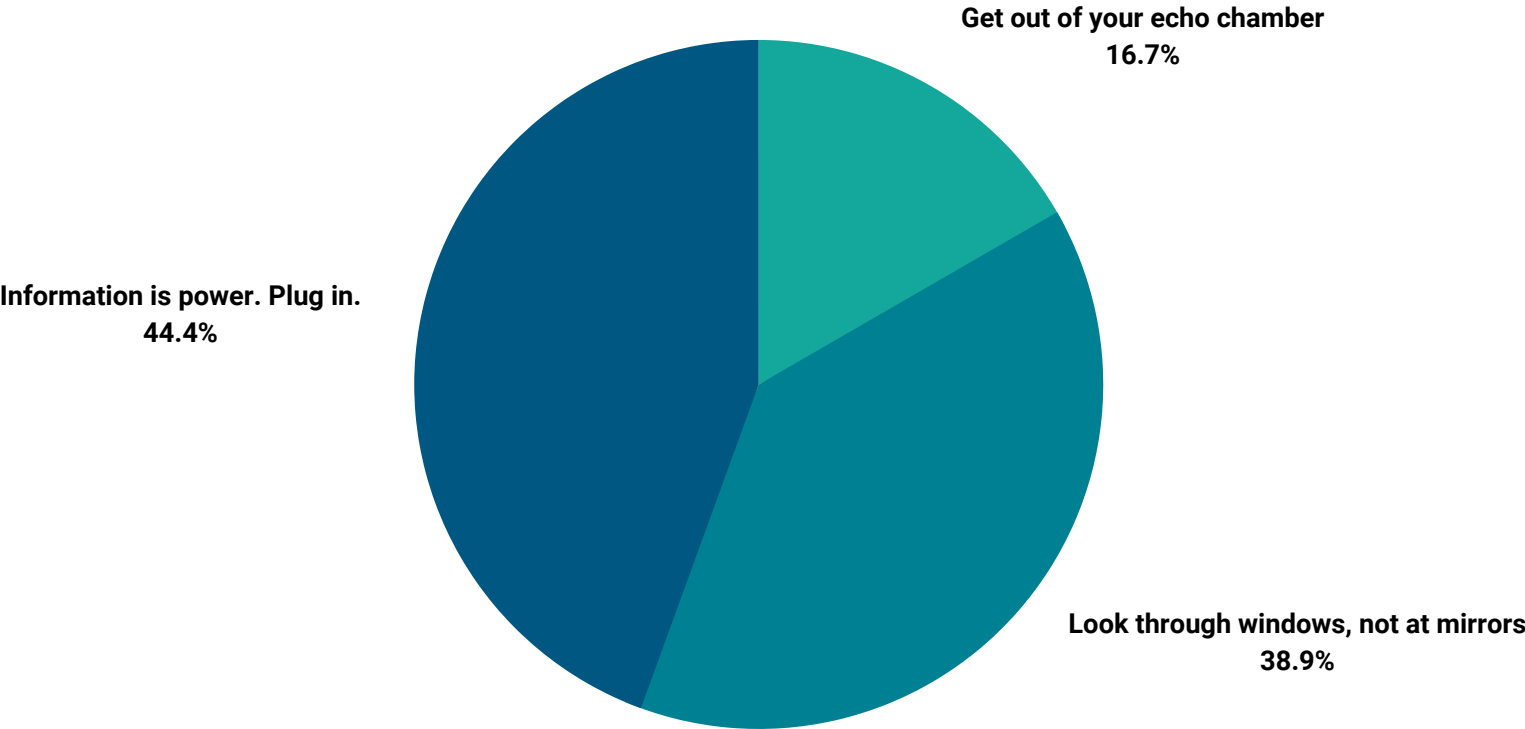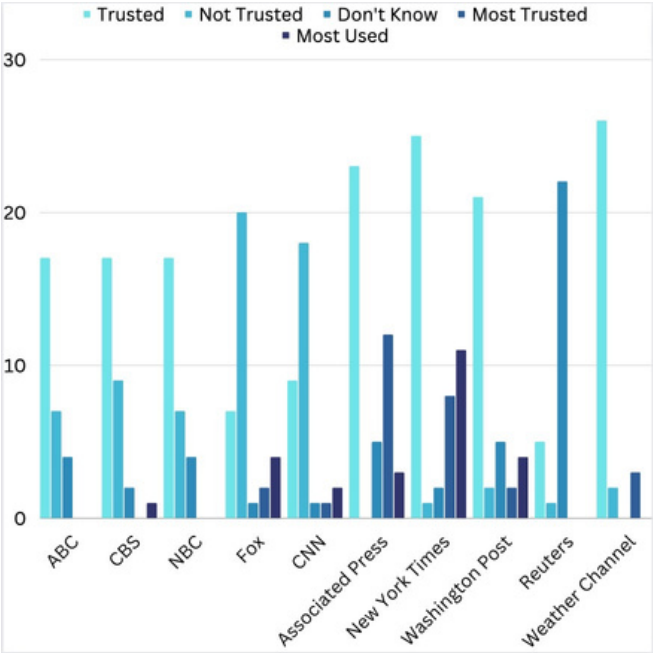
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APPENDIX

DATA FROM FOCUS GROUPS

Potential Slogans

Get out of your echo chamber
16.7%

Information is power. Plug in.
44.4%

Look through windows, not at mirrors
38.9%

Traditional Media

Legend: Trusted, Not Trusted, Don't Know, Most Trusted, Most Used

Categories: ABC, CBS, NBC, Fox, CNN, Associated Press, New York Times, Washington Post, Reuters, Weather Channel

Social Media

Legend: Trusted, Not Trusted, Don't Know, Most Trusted, Most Used

Categories: Twitter, Instagram, TikTok, Facebook, YouTube, Snapchat, LinkedIn, Reddit, WhatsApp, Newsmax

A1
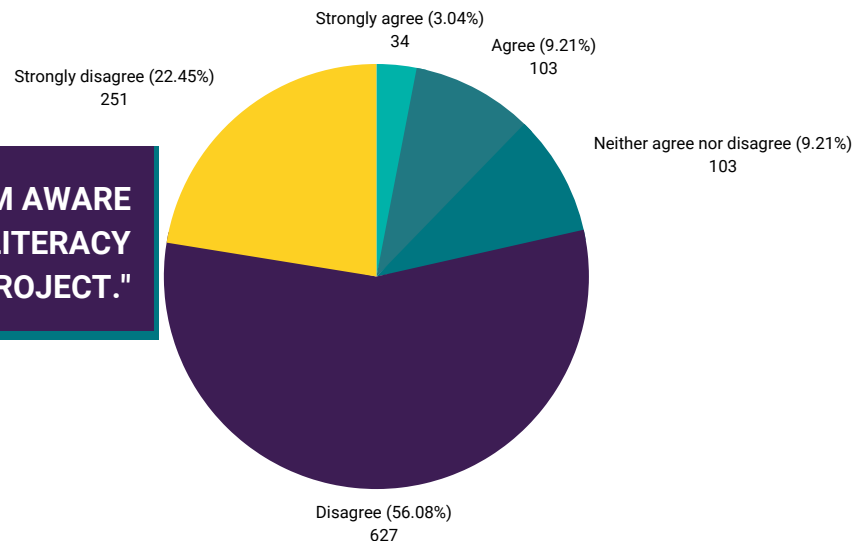
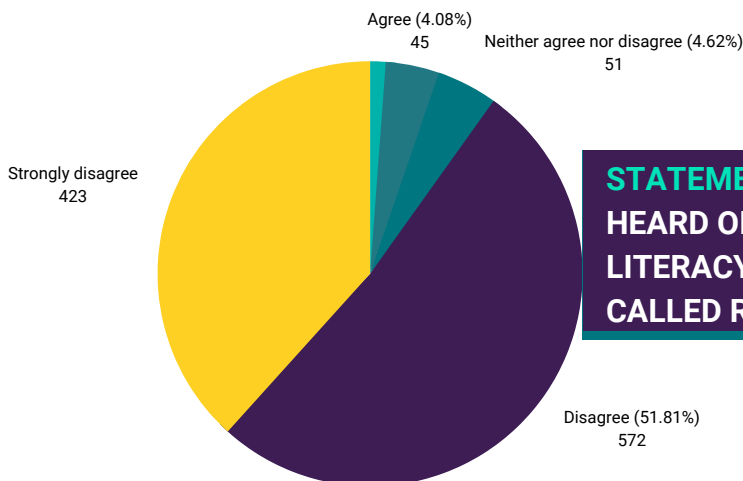Plug In

PRE-CAMPAIGN SURVEY

We developed and distributed a pre-campaign survey to gather more information on how to develop our campaign. We distributed the survey to members of our target audience in National Pan-Hellenic Council organizations, African American Cultural Center and Latin American Student Society.

Our 1,200 responses showed us that about **30% of LSU students are unaware of what news literacy is or how to combat it**. It also reaffirmed our focus group understanding that most students use social media as their main source of news. We also saw that more than 88% of our respondents have not heard of the News Literacy Project. NLP resources such as tool RumorGuard also have low awareness among LSU students. These finding revealed the best opportunities to enhance news literacy knowledge through our campaign.

Strongly agree (3.04%)
34

Agree (9.21%)
103

Strongly disagree (22.45%)
251

Neither agree nor disagree (9.21%)
103

STATEMENT: "I AM AWARE OF THE NEWS LITERACY PROJECT."

Disagree (56.08%)
627

Agree (4.08%)
45

Neither agree nor disagree (4.62%)
51

Strongly disagree
423

STATEMENT: "I HAVE HEARD OF THE NEWS LITERACY PROJECT TOOL CALLED RUMORGUARD."

Disagree (51.81%)
572

Strongly agree (4.69%)
49

Agree (13.30%)
139

Strongly disagree
214

Neither agree nor disagree (12.73%)
133

STATEMENT: "I KNOW WHAT A 'SOCK PUPPET' IS IN TERMS OF NEWS LITERACY AND HOW TO SPOT ONE."

Disagree (48.80%)
510

A2

Plug In
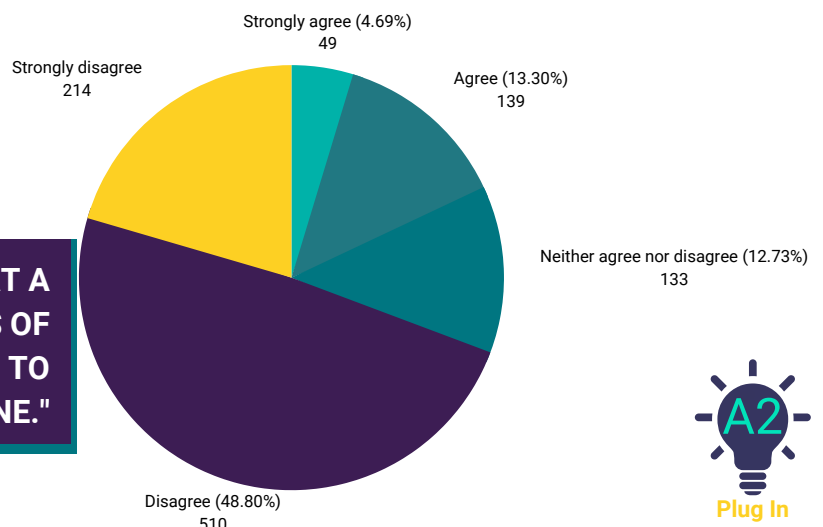
INFORMATION-GATHERING INTERVIEWS

Lance Frank
Senior Vice President of Communications at CBS News

Josh Grimm
Interim Dean; Doris Westmoreland Darden Professor

Sadie Wilks
Instructor and Area Head, Public Relations; Internship Coordinator

Lizzie Shaw
2022-2023 LSU Student Body President

Bess Casserleigh
Weekend Anchor and Reporter at WBRZ-TV

Len Apcar
Wendell Gray Switzer Jr. Endowed Chair in Media Literacy

A3
Plug In

INFORMATION-GATHERING INTERVIEWS

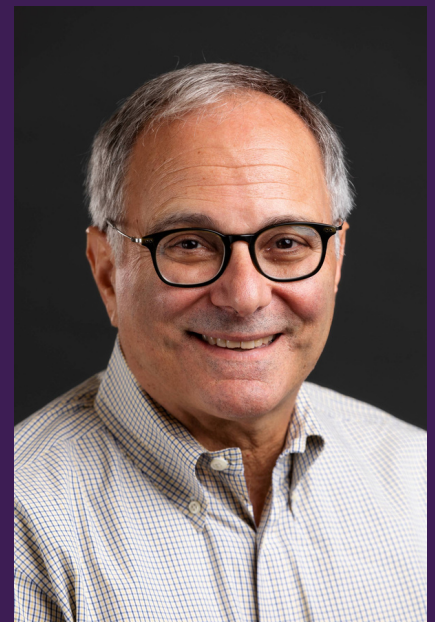We conducted in-depth interviews to get information for our News Literacy Project campaign. The interviews were set up to get insight from people involved in the mass communication industry, along with those that we could benefit from information to make our campaign more effective. Our goal was to get as much information as possible relating to news literacy and campaigning for use in developing our strategic communication plan.

As a group, we agreed on three conclusions that best summarize the most valuable insights gained from our work.

- News literacy clearly plays an important role in a democratic society and people need to be educated on how beneficial it is.
- Educational approaches about news literacy need to avoid being controversial or offensive to be effective.
- As representatives of the News Literacy Project, we see our greatest opportunity is to educate LSU students on tools and methods that will increase their news literacy.

RESEARCH METHODOLOGY

Our team applied standard in-depth interview techniques as outlined in the following steps.

- Identified trustworthy people willing to discuss news literacy.
- Wrote questions to use while interviewing.
- Scheduled individual interviews.
- Took notes while conducting interviews.
- Discussed interviews among our team, informing each other of what was learned.
- Prepared a consolidated report of our findings.
- Used our findings to prepare for our campaign.

RESEARCH RESULTS

Go to the appendix for the full research results. One important observation we can consider are that educated people in this industry are concerned about news literacy. Another is that there are ways to help combat misinformation such as showing readers reliable sources and educating them on techniques that can decrease the spread of misinformation. Our last observation would be that it's important to not scare our audience away. Instead of blaming readers or trying to change opinions, we must focus on the education aspect of our campaign.

CONCLUSIONS

We, as a group, agreed on three conclusions that best summarize the most valuable insights gained from our work.

- It is clear that news literacy is important to society and people need to be educated on how beneficial it is.
- It is important to educate others on news literacy instead of taking an approach that may be offensive.
- As representatives of the News Literacy Project, we should educate students on tools and methods that will increase news literacy.

A4

Plug In

CONTENT CALENDAR

WEEKLY POSTING PLANNER
social media content

Feb. 6 –Feb. 12

INSTAGRAM/FACEBOOK

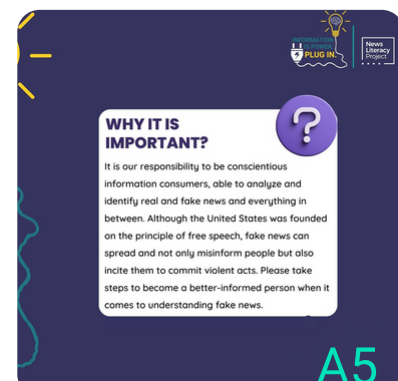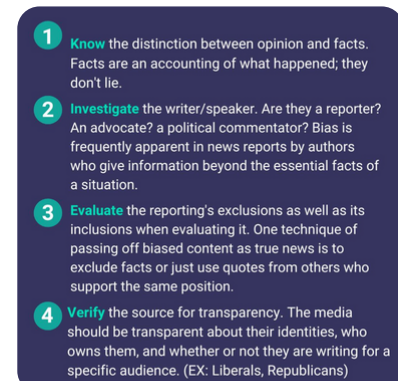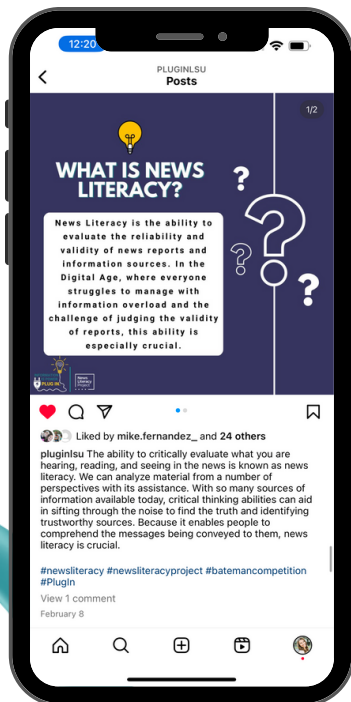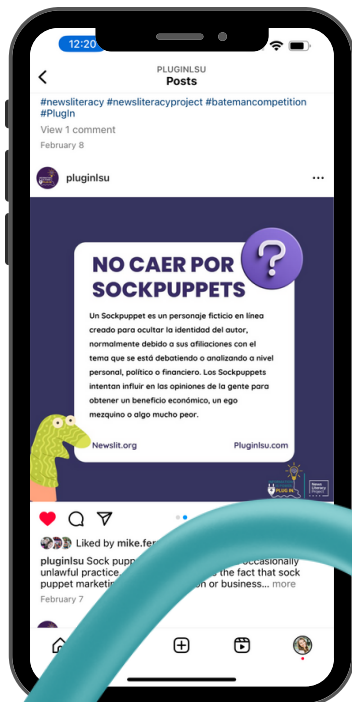|		GRID	STORIES	TIK TOK | REELS	LIVE | EVENT | GIVEAWAY
6	MONDAY IMPLEMENTATION BEGINS	TEAM PHOTO POST	TABLE SIT STORY		TABLE SIT
7	TUESDAY	NLP RESOURCE	TRUE/FALSE TUESDAY		
8	WEDNESDAY	AT WORK, NOT WAR REPORTERS FORUM GRAPHIC	TABLE SIT STORY		TABLE SIT
9	THURSDAY		AT WORK, NOT WAR REPORTERS FORUM STORY	TIK TOK - TABLE SITS RECAP	AT WORK, NOT WAR REPORTERS FORUM
10	FRIDAY	GIVEAWAY POST		TIK TOK RECAP OF FORUM	
11 12	WEEKEND				

GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY GIVEAWAY

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How to Spot Fake News

WHAT IS FAKE NEWS?

To manipulate people's views of true facts, events and statements, "news articles that are purposely and verifiably untrue" are referred to as fake news. It involves news that is promoted but that the publisher knows to be false because it is based on demonstrably wrong facts, unverifiable baseless claims or untrue statements or occurrences.

1. **Know** the distinction between opinion and facts. Facts are an accounting of what happened; they don't lie.

2. **Investigate** the writer/speaker. Are they a reporter? An advocate? a political commentator? Bias is frequently apparent in news reports by authors who give information beyond the essential facts of a situation.

3. **Evaluate** the reporting's exclusions as well as its inclusions when evaluating it. One technique of passing off biased content as true news is to exclude facts or just use quotes from others who support the same position.

4. **Verify** the source for transparency. The media should be transparent about their identities, who owns them, and whether or not they are writing for a specific audience. (EX: Liberals, Republicans)

AT WORK, NOT WAR
How do journalists pursue the facts amid all the fake news claims? Hear from two of the best.

ASHLEY PARKER
Senior National Political Correspondent for The Washington Post

MICHAEL BENDER
Author, White House Correspondent for The New York Times

3:50 P.M. THURSDAY, FEBRUARY 9
HOLLIDAY FORUM - JOURNALISM BUILDING
LSU MANSHIP SCHOOL OF MASS COMMUNICATION

WHY IT IS IMPORTANT?

It is our responsibility to be conscientious information consumers, able to analyze and identify real and fake news and everything in between. Although the United States was founded on the principle of free speech, fake news can spread and not only misinform people but also incite them to commit violent acts. Please take steps to become a better-informed person when it comes to understanding fake news.

A5

Plug In

NO CAER POR SOCKPUPPETS

Un Sockpuppet es un personaje ficticio en línea creado para ocultar la identidad del autor, normalmente debido a sus afiliaciones con el tema que se está debatiendo o analizando a nivel personal, político o financiero. Los Sockpuppets intentan influir en las opiniones de la gente para obtener un beneficio económico, un ego mezquino o algo mucho peor.

Newslit.org   Pluginlsu.com

pluginlsu Sock pupp... ... occasionally unlawful practice... ... the fact that sock puppet marketi... ... on or business... more
February 7

WHAT IS NEWS LITERACY?

News Literacy is the ability to evaluate the reliability and validity of news reports and information sources. In the Digital Age, where everyone struggles to manage with information overload and the challenge of judging the validity of reports, this ability is especially crucial.

Liked by mike.fernandez_ and 24 others
pluginlsu The ability to critically evaluate what you are hearing, reading, and seeing in the news is known as news literacy. We can analyze material from a number of perspectives with its assistance. With so many sources of information available today, critical thinking abilities can aid in sifting through the noise to find the truth and identifying trustworthy sources. Because it enables people to comprehend the messages being conveyed to them, news literacy is crucial.

#newsliteracy #newsliteracyproject #batemancompetition #PlugIn
View 1 comment
February 8

CONSIDER THE SOURCE
READ BEYOND
CHECK THE AUTHOR
SUPPORTING SOURCES?
CHECK YOUR BIASES
CHECK THE DATE
IS IT A JOKE?
ASK THE EXPERTS

Liked by mike.fernandez_ a...
pluginlsu You deserve the truth... ... the actual information in front of y... ... ent enough to come to your own conclu... ... s news gives you every right to feel off...

False news ruins cred... ... more challenging for others to believe yo... ... our arguments are founded on false... ... any other individuals may suffer as a resul... ... eing equipped with the skills to decipher fa... ... tial to our democracy and to creating a m... ... nline community.

#newsli... ...acyproject #batemancompetition #PlugIn

WEEKLY POSTING PLANNER

social media content

Feb. 13 –Feb.19

INSTAGRAM/FACEBOOK

		GRID	STORIES	TIK TOK | REELS	LIVE | EVENT | GIVEAWAY
13	MONDAY	LIGHTHOUSE GRAPHIC	LIGHTHOUSE STORY		TABLE SIT LIGHTHOUSE GIVE BACK
14	TUESDAY VALENTINE'S DAY	ECHOCIRCLE GAME SHOW GRAPHIC	TRUE/FALSE TUESDAY	TIK TOK	
15	WEDNESDAY		ECHOCIRCLE GAME SHOW STORY		ECHOCIRCLE GAME SHOW
16	THURSDAY	NLP RESOURCE		TIK TOK - GAME SHOW RECAP	
17	FRIDAY	PHOTO FROM GAME SHOW (GIVEAWAY)			GIVEAWAY
18 19	WEEKEND				

WHO IS THE NEWS LITERACY PROJECT?

The News Literacy Project is a nonpartisan education nonprofit building a national movement to create a more news-literate America.

www.newslit.org

SWIPE

Liked by chase.rav and 35 others
pluginlsu Here's a little bit more about our client @newslitproject and why its mission is so important!
#newsliteracy #newsliteracyproject #batemancompetition #PlugIn
February 13

PLUG IN LSU
Echo Circle GAME SHOW
SHOW US YOUR COMPETITIVE SIDE
FEB. 15, 2023
12 P.M.- 2 P.M.
LSU ECHO CIRCLE

HAVE YOU HEARD OF A DEEP FAKE

Deep Fakes are videos that have been digitally altered to falsely portray someone saying or doing something.

News Literacy Project
checkology

01 **Build news literacy skills**
Checkology is a free e-learning platform with engaging, authoritative lessons on subjects like news media bias, misinformation, conspiratorial thinking and more.
Learners develop the ability to identify credible information, seek out reliable sources and apply critical thinking skills to separate fact-based content from falsehoods.

02 **Experts lead the way**
Top journalists and experts guide you through Checkology's interactive lessons.
Featuring real-world examples from social media and news sites, these authoritative e-learning experiences resonate with learners of all ages.

03 **Checkology works**
7 in 10
72% of students recognized when a social media post does not provide credible evidence.
75%
Three-fourths of students could correctly identify the five freedoms in the First Amendment.
2x
More than 2x the number of students recognized examples of the press playing a watchdog role.

get.checkology.org

WHAT IS NEWS LITERACY?
News literacy is the ability to determine the credibility of news and other information and to recognize the standards of fact-based journalism to know what to trust, share and act on.

www.newslit.org

Liked by chase.rav and 35 others
pluginlsu Here's a little bit more about our client @newslitproject and why its mission is so important!
#newsliteracy #newsliteracyproject #batemancompetition #PlugIn
February 13

LIGHTHOUSE COFFEE GIVEBACK
FEB. 13, 2023
3 – 7 P.M.

Liked by mike.fernandez_ and 28 others
pluginlsu Don't let the Monday blues and fake news get you down! Stop by our giveback at @lighthousecoffeebr tonight from 3 p.m. to 7 p.m.
#newsliteracy #newsliteracyproject #batemancompetition #PlugIn
hrmiche I'll be there!
February 13

Happy Valentine's Day
BE NEWS LITERATE
INFORMATION IS POWER

Liked by mike.fernandez_ and 28 others
pluginlsu Happy Valentine's Day from the LSU Bateman Team! Love is in the air...and so is fake news. On Valentine's Day and every day, no one loves a deep fake. Be sure to swipe for tips on spotting and avoiding this deception!
#newsliteracy #newsliteracyproject #batemancompetition #PlugIn
February 14

A6

Plug In

WEEKLY POSTING PLANNER
social media content

Feb. 20 -Feb.26

INSTAGRAM/FACEBOOK

		GRID	STORIES	TIK TOK | REELS	LIVE | EVENT | GIVEAWAY
20	MONDAY MARDI GRAS BREAK			TIK TOK	
21	FAT TUESDAY TUESDAY MARDI GRAS BREAK	GIVEAWAY POST	TRUE/FALSE FAT TUESDAY		GIVEAWAY
22	WEDNESDAY MARDI GRAS BREAK	PICKLEBALL PRACTICE GRAPHIC POST			
23	THURSDAY	FOOD FOR THOUGHT GRAPHIC POST	PICKLEBALL PRACTICE GRAPHIC STORY TABLE SIT STORY	TABLE SIT	PICKLEBALL PRACTICE TABLE SIT
24	FRIDAY	NLP RESOURCE	FOOD FOR THOUGHT GRAPHIC STORY	TIK TOK - PICKLEBALL RECAP	FOOD FOR THOUGHT FARMER'S MARKET
25 26	WEEKEND				

FOUR "BRAIN TRAINING" STYLE MODES
- **Checkable or Not?** Is each item fact-based or opinion-based?
- **Evidence or Not?** Does each item provide strong evidence for the claim it makes?
- **Ad or Not?** Is each item advertising or something else — news, opinion, personal endorsement on social media, etc.?
- **News or Opinion?** Is each item news or opinion?

INFORMATION IS POWER. PLUG IN.

News Literacy Project

WHAT IS INFORMABLE?
A mobile app designed to improve users' ability to distinguish between several types of news and other information. Informable helps users practice four distinct news literacy skills using real-world examples in a game-like format. It is available now for download, at no charge, from the App Store (iOS) and Google Play (Android).

INFORMABLE.NEWSLIT.ORG

HAVE YOU HEARD OF INFORMABLE?

MENU
- RUMOR GUARD
- CHECKOLOGY
- INFORMABLE

2/5

FOOD FOR THOUGHT AT THE 5
Feb. 24
12-1 p.m.

1/5

A7

Plug In
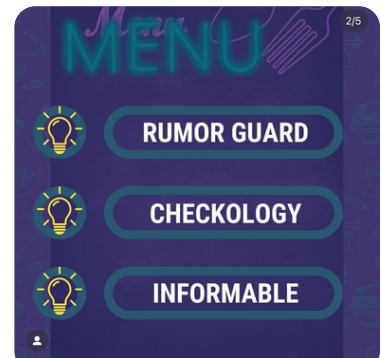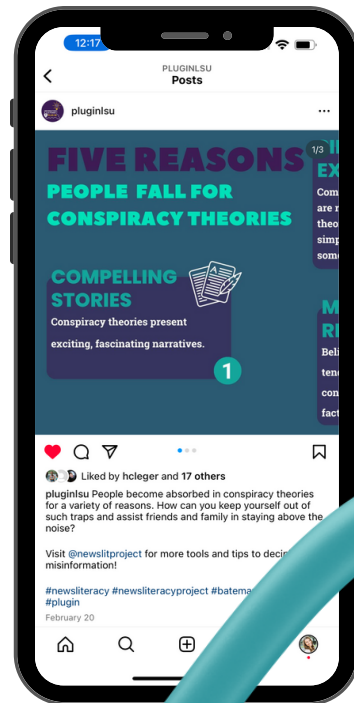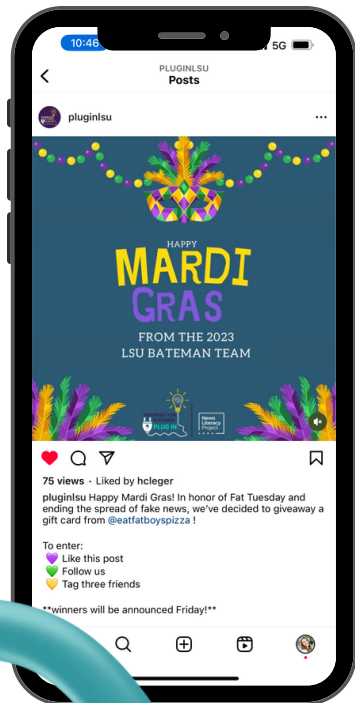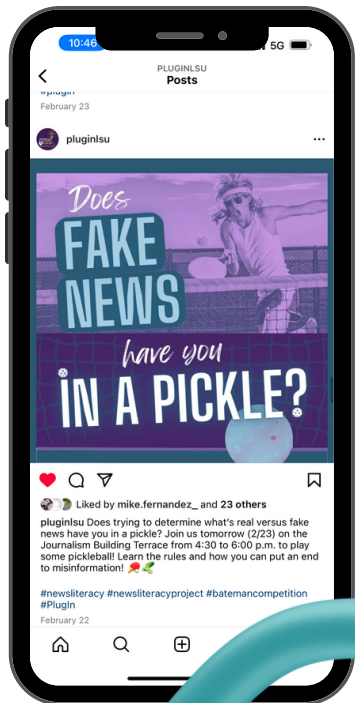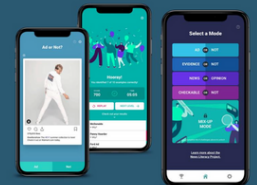
WEEKLY POSTING PLANNER
social media content
Feb. 27 – March 6

INSTAGRAM/FACEBOOK

		GRID	STORIES	TIK TOK | REELS	LIVE | EVENT | GIVEAWAY
27	MONDAY	KARAOKE NIGHT GRAPHIC POST	KARAOKE NIGHT GRAPHIC STORY TABLE SIT STORY	TIK TOK – FOOD FOR THOUGHT RECAP	TABLE SIT
28	TUESDAY	PLUG-IN PARTY GRAPHIC POST	KARAOKE NIGHT GRAPHIC STORY PLUG-IN PARTY GRAPHIC STORY TRUE/FALSE TUESDAY		THE REV KARAOKE NIGHT
1	WEDNESDAY		PLUG-IN PARTY GRAPHIC STORY	TIK TOK – KARAOKE NIGHT RECAP	PLUG-IN PARTY
2	THURSDAY				
3	FRIDAY	NLP RESOURCE		TIK TOK – PLUG-IN PARTY RECAP	
4 5	WEEKEND			TIK TOK	
6	MONDAY	FINAL POST	TABLE SIT STORY		TABLE SIT
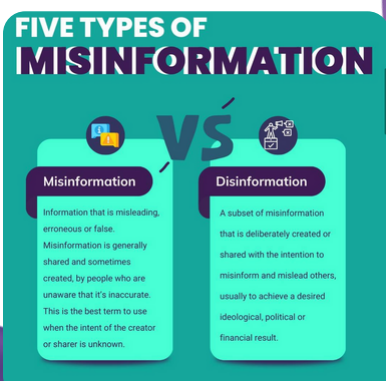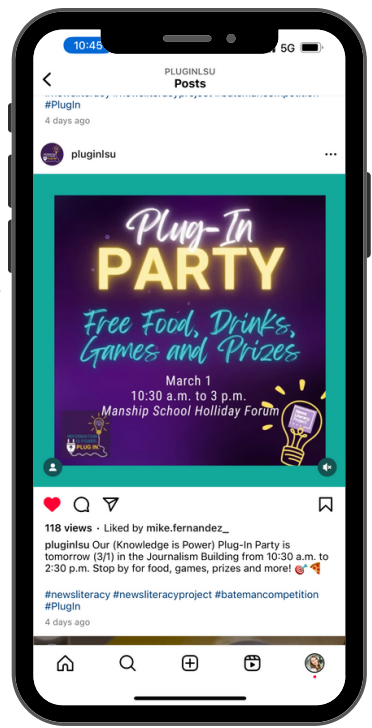
OBJECTIVE 1

TRADITIONAL MEDIA

Throughout our implementation period, we used traditional media outreach and a social media campaign to reach our target audience. On the first day of our implementation period, we sent a news release to media outlets in the Baton Rouge area such as local news stations WAFB and WDSU and local newspaper *The Advocate* to promote our campaign.

We also published four newsletters during our implementation to raise awareness of the News Literacy Project's resources such as RumorGuard and Informable and to educate our subscribers about news literacy. As part of our strategy to promote NLP resources and Plug-In LSU events, our team emailed these four newsletters to over 200 subscribers. We distributed a newsletter every Monday from Feb. 13 to March 6. Across all four newsletters, the open rate averaged 43%.

A9
Plug In

OBJECTIVE 1
TRADITIONAL MEDIA

THE *LSU REVEILLE*

LSU's student-run newspaper, The *Reveille,* interviewed all Bateman team members and our faculty adviser to gain insight on the goal of the Bateman Case Study Competition and how our individual experiences led to us becoming part of the team. An article featuring our responses was published in the online and print versions of the publication.

LSU public relations team aims t[o] news literacy through national co[...]

Payton Manuel | @payton_manuel04   Mar 6, 2023 Updated Mar 6, 2023

A10

Plug In

REVEILLE INTERVIEWS

"We're taking an education-through-entertainment approach, which is my favorite part about this campaign."
Emilie Ravain, Team Captain

"I think news literacy is important...we can have an educated generation and go in the right direction of news literacy instead of toward fake news."
Hannah Leger, Team Member

"There was a lot of brainstorming as to what our campaign name would be... [Informtion Is Power. Plug In.] is the one that stuck, and everyone just really loved the name."
Carley Oakley, Team Member

"Misinformation is constantly a threat to our democracy, so the whole point of our campaign is to really let people know who the News Literacy Project is, what they do and teaching the public how to decipher fake news."
Sebastian Canales, Team Member

A11
Plug In

Press

PLUG IN LSU

MANSHIP SCHOOL OF MASS COMMUNICATION, 211 JOURNALISM BUILDING, BATON ROUGE, LA, 70803

FOR IMMEDIATE RELEASE

News Advisory: LSU Students to host a news literacy awareness event

BATON ROUGE, La., Feb. 6, 2023 — In the age of fake news and misinformation, individuals can find it difficult to plug in to trustworthy and reliable sources of information. A group of LSU students is striving to educate others on campus about news literacy and help students plug in with the News Literacy Project.

Students from LSU's Manship School of Mass Communication will host a Plug In Party on March 1 to raise awareness for the News Literacy Project.

- Who: LSU students competing in the Public Relations Student Society of America's Bateman Case Study Competition will host the party and be available to discuss the purpose of the event.
- What: A Plug In Party with food, games, prizes and information booths
- Where: Journalism Building on LSU's campus at 144 Field House Drive
- When: 11 a.m. to 5 p.m. on March 1
- Why: To raise awareness about the News Literacy Project and news literacy techniques

About the Bateman Competition and LSU's Bateman Team

The PRSSA Bateman Case Study Competition asks teams of undergraduate teams of public relations students nationwide to apply their public relations education to plan and implement a full public relations campaign. This year's competition prompts teams to raise awareness for the News Literacy Project and its new RumorGuard resources.

LSU's 2023 Bateman Team is implementing this campaign on the LSU campus. Team members are Sasha Bourne, Sebastian Canales, Keegan Coon, Hannah Leger, Carley Oakley and Emmie Ravain, the team captain. The team's advisers include LSU professor Doug Draper and CBS News Vice President of Communications Lance Frank.

#

Contact
Keegan Coon
318-560-8617
coon.keegan@yahoo.com

WBRZ 2 abc

9 WAFB

THE ADVOCATE

wrkf89.3 Baton Rouge Public Radio

PLUG IN LSU

MANSHIP SCHOOL OF MASS COMMUNICATION, 211 JOURNALISM BUILDING, BATON ROUGE, LA, 70802

FOR IMMEDIATE RELEASE

LSU students launch campaign to improve awareness of news literacy

BATON ROUGE, La., Feb. 7, 2023 — The LSU Bateman Competition team kicked off its public relations campaign for the News Literacy Project on Monday. The campaign, "Plug In LSU," hopes to raise awareness about the News Literacy Project and fight fake news and disinformation on the LSU campus.

The students are participating in the national Bateman Case Study Competition, which prompts public relations students nationwide to compete in implementing the best public relations campaign for a single client. This year, the competition's client is the News Literacy Project, a nonprofit organization dedicated to advancing news literacy in the U.S. to ultimately build a stronger democracy.

The LSU team began raising awareness about news literacy through weekly events on campus, social media promotions and partnerships with Greek life organizations.

"We are aiming to develop a more news-literate generation with an education through entertainment approach," said Emmie Ravain, LSU's team captain. "Our campaign is essential to the LSU student body as we will provide the necessary tools and skills to cipher through fake news and misinformation in the media."

Team members are Sasha Bourne, Sebastian Canales, Keegan Coon, Hannah Leger, Carley Oakley and Emmie Ravain, the team captain. The team's advisers include LSU professor Doug Draper and CBS News Vice President of Communications Lance Frank.

The team's website, www.pluginlsu.com, and social media accounts, @PlugInLSU, have more information about the campaign.

About the LSU Bateman Team

The PRSSA Bateman Case Study Competition asks teams of undergraduate public relations students nationwide to apply their public relations education to plan and implement a full public relations campaign. This year's competition prompts teams to raise awareness for the News Literacy Project and its new RumorGuard resources.

#

REVEILLE

KLSU —91.1 FM—
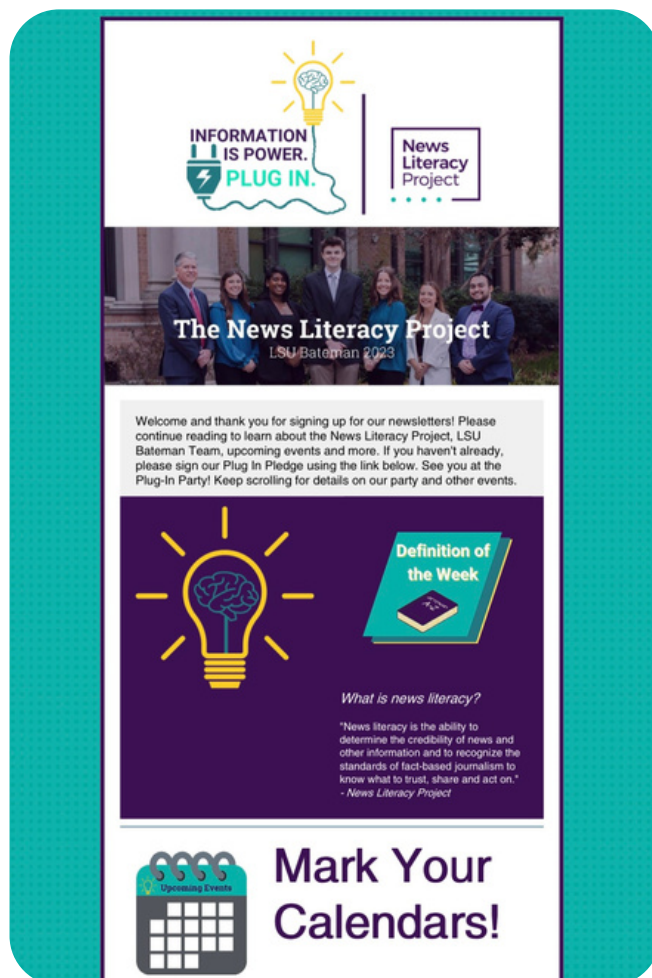
TIGER TV

A12 Plug In

OBJECTIVE 1 EXAMPLES

NEWSLETTERS

As part of our strategy to push NLP resources like RumorGuard and promote Plug In LSU events, our team emailed four newsletters to over 200 subscribers. We sent one newsletter every Monday from Feb.13 to March 6.
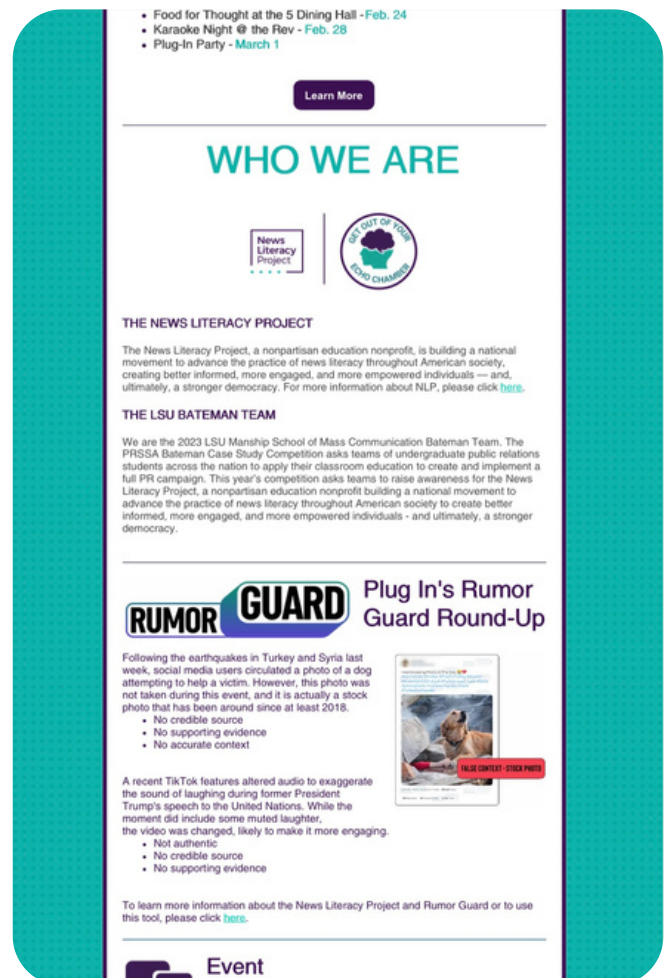
**Average open rate for all four newsletters: 43%**

OBJECTIVE 1
Facebook, Instagram, Twitter

Our social media presence had a large impact on our target audience. We were able to reach over 5,200 people on Instagram, Twitter and Facebook combined. We launched a social media campaign to educate the public on the News Literacy Project and how to identify misinformation and disinformation in the media. At the end of our implementation period, we ended up with 275 followers on Instagram.

Along with our social media posts, we used Instagram and Facebook stories to educate our followers, promote our events and quiz them on news literacy. Using polls on our story helped us measure the success of our outreach, and it also helped us identify what improvements we needed to make in our social media posts. Plug In LSU reached 3,309 people with 790 post reactions, comments and shares on our Facebook posts. We ended up with 52 likes and 68 followers on our page at the end of our implementation period.

Instagram Analytics

Facebook Analytics
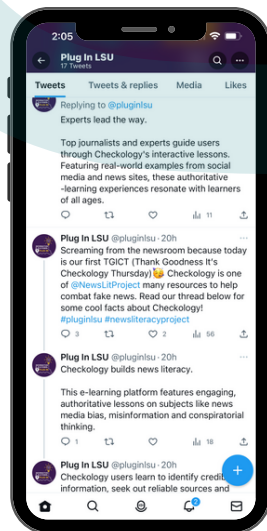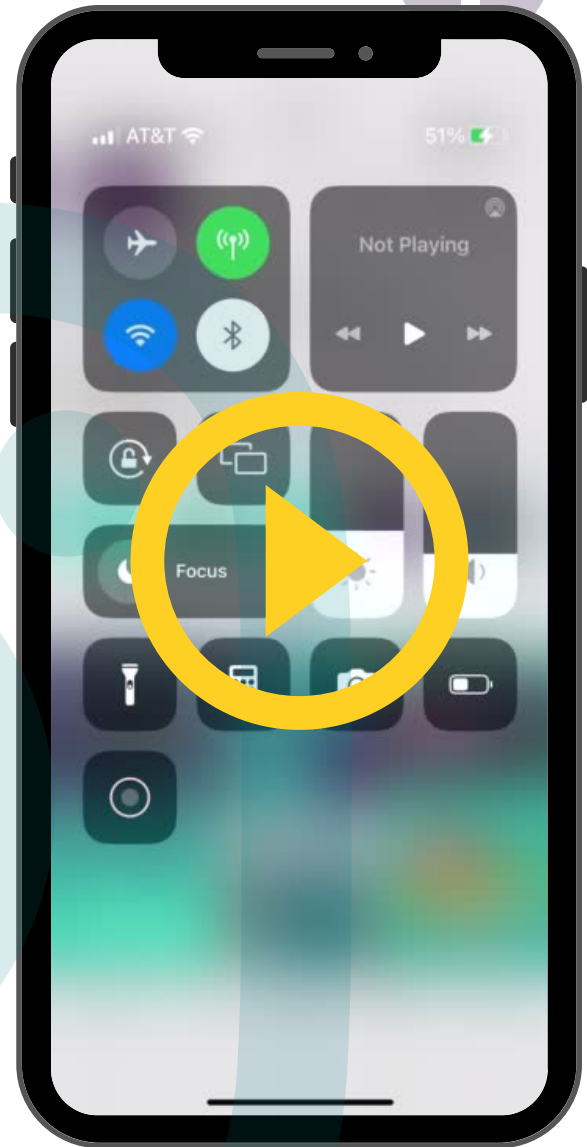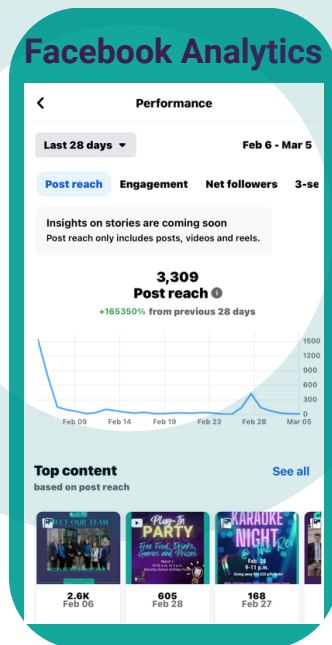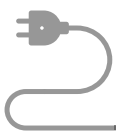
SOCIAL GIVEAWAY REACH

To keep our followers' engagement up, we partnered with local businesses for in-kind donations, so we could hold interactive gift card giveaways and scavenger hunts. These giveaways allowed us to reach broader audiences and helped spread our message. Over the span of one month, **Plug In LSU reached 2,444 accounts.**
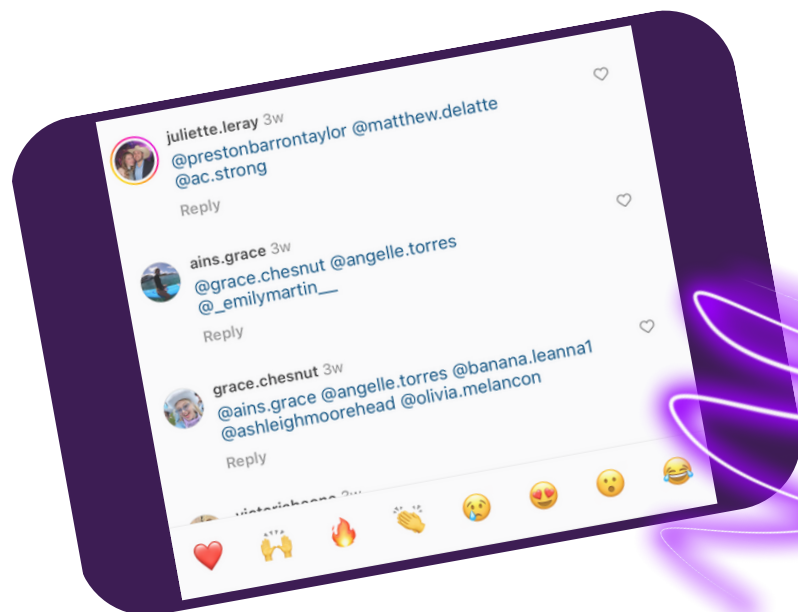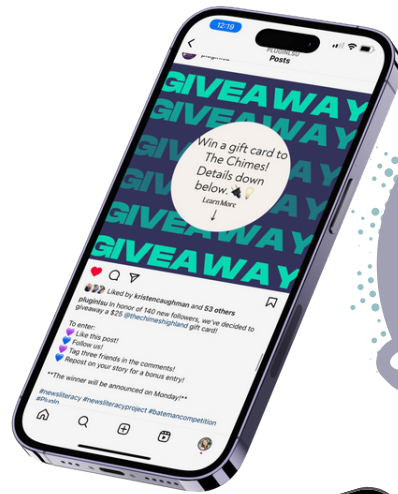
OVER 200+ COMMENTS RECEIVED
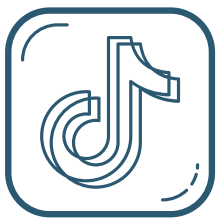
OBJECTIVE 1
TikTok, LinkTree and Website

We also used TikTok to create video content that was entertaining and informative. Because TikTok is a popular app for our target audience, we wanted to use it as a strategy to reach more people. By the end of implementation, we had 72 likes on the platform. When we converted these videos to Instagram Reels that were shared by LSU Dining, we received a combination of approximately 4,234 views.

Twitter added an extra layer of visibility serving as a platform for highlights on Plug In LSU events, NLP resources and additional news literacy tips. **Our Twitter account achieved a reach of over 1,852 users.**

The Plug-In LSU LinkTree account remained in the bios of all social media accounts. Between Feb. 6 and March 6, **our LinkTree averaged an 85% click-through rate** with a total of 206 views and 173 clicks.

We also developed a website to house our event information, campaign data and NLP resources. The official Plug In LSU website had 217 page visits with 112 being from a desktop and 105 from a mobile device. The average session duration for our visitors was four minutes and 31 seconds.

LinkTree

@pluginlsu

Information is power. Plug In.

- Plug In LSU – Food for Thought at the 5 Dining Hall RSVP
- Checkology | The News Literacy Project
- Sign the Plug-In Pledge
- Visit Our Website
- Learn About the News Literacy Project

Twitter

Plug In LSU
@pluginlsu

Here's a little more info about our client @NewsLitProject and why it's mission is so important. Click the link to visit the website and remember to stay plugged in 💡 #pluginlsu

WHO IS THE NEWS LITERACY PROJECT?

The News Literacy Project is a nonpartisan education nonprofit building a national movement to create a more news-literate America.

www.newslit.org

9:09 AM · Feb 13, 2023 · 41 Views

View Tweet analytics

Twitter

Plug In LSU
@pluginlsu

In the spirit of love, we would LOVE to spread some news literacy tips over games, food and music🎵 See you at our game show tomorrow across from Echo Circle starting at noon. #lovenewsliteracy #pluginlsu #newsliteracyproject

PLUG IN LSU
Echo Circle GAME SHOW
SHOW US YOUR COMPETITIVE SIDE

FEB. 15, 2023
12 P.M.- 2 P.M.
LSU ECHO CIRCLE

12:36 PM · Feb 14, 2023 · 129 Views

View Tweet analytics

1 Retweet   3 Likes

TikTok

LinkTree Analytics

Views:	Clicks:	CTR:	Avg. Time to Click:
206	173	83.98%	8.65 sec

Daily | Weekly

Total Views · Unique Views · Total Clicks · Unique Clicks · Click Through Rate

Notification Sent

A16
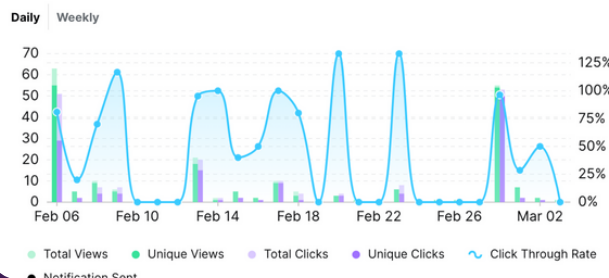
Plug In

OBJECTIVE 1
PODCAST

The Plug-In LSU team was featured on a podcast called "Campus Connections" where we discussed the "Information is Power. Plug-In." tagline and talked about the News Literacy Project and the resources that the organization offers. The one-hour podcast was aired live on the radio and published on YouTube.
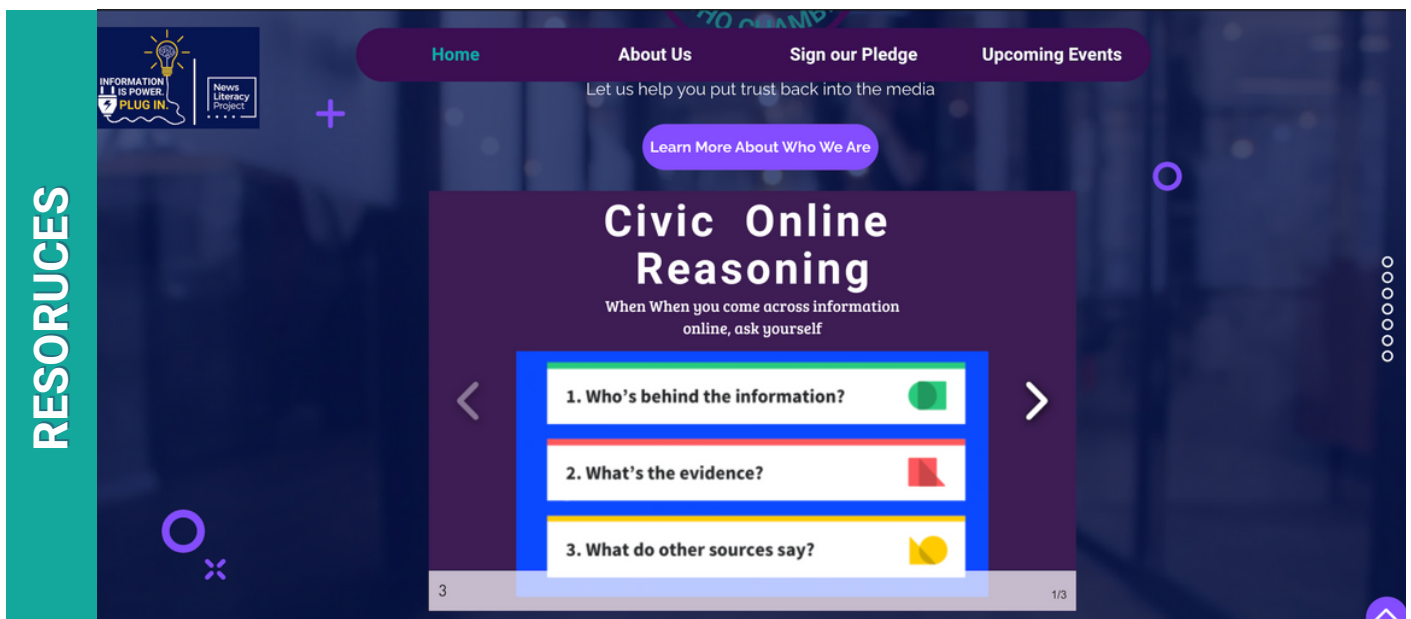

CAMPUS CONNECTIONS
WITH COLIN RABY

This week's guest:
The LSU Bateman team's Sebastian Canales, Keegan Coon, and Carley Oakley

Saturday 3-4pm on 91.1 KLSU

Click to Listen

55 LISTENERS

A17
Plug In

WEBSITE

HOME PAGE
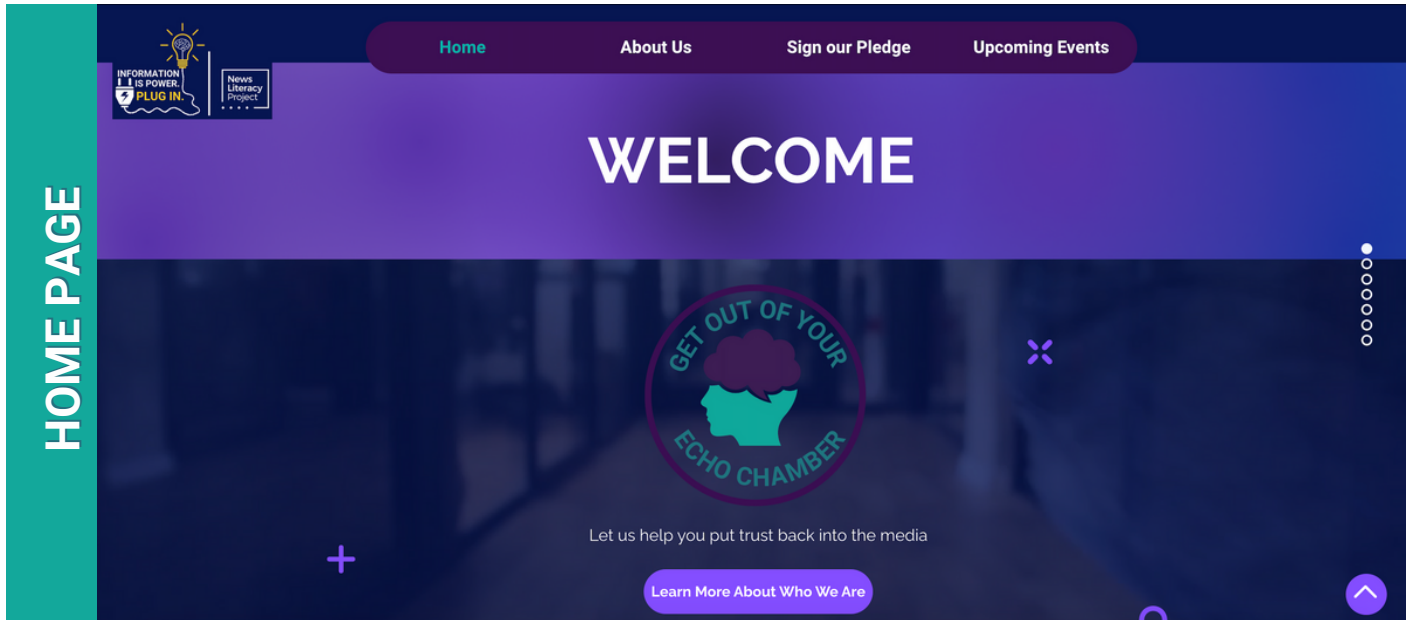
112 site visits from a desktop.
105 site visits from a mobile device.

RESORUCES

A18

Plug In

WEBSITE

The average session duration for our visitors was **four minutes and 31 seconds.**

http://

RESORCES

SOCIAL MEDIA

A19

Plug In

INFORMATION IS POWER. PLUG IN.

News Literacy Project

MAIN LOGO

INFORMATION IS POWER. PLUG IN.

News Literacy Project

OTHER LOGOS/ ICONS

News Literacy Project

GET OUT OF YOUR ECHO CHAMBER

News Literacy Project

LOOK THROUGH WINDOWS NOT MIRRORS

COLOR PALETTE

PRIMARY COLORS

R60 G16 B83
#3C1053

R 0 G 178 B 169
#00B2A9

SECONDARY COLORS

R0 G1 18 B 129
#007681

R 64 G 58 B 96
#403A60

R 44 G 213 B 196
#2CD5C4

R 83 G 86 B 90
#53565A

R 0 G 79 B 113
#004F71

BRAND FONTS

Headings

Roboto Bold, All Caps, 48pt

Subheading

Bree Serif, 22pt

Minor Headings

Roboto Slab Regular Bold, 14pt

Paragraph/Body Copy

Roboto Mono Light, 10pt

Captions

Roboto Italic, 10pt

A20
Plug In
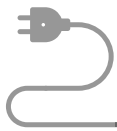
OBJECTIVE 2 TABLE SITS GREEK VISITS

OBJECTIVE 2

HOST SIX EVENTS REGARDING NEWS LITERACY WITH A CUMULATIVE ATTENDANCE OF AT LEAST 500 BY MARCH 6, 2023.

Throughout implementation, our strategy used an education-through-entertainment approach. We learned via focus groups that students prefer special events and fun activities over informational sessions that resemble classroom work.
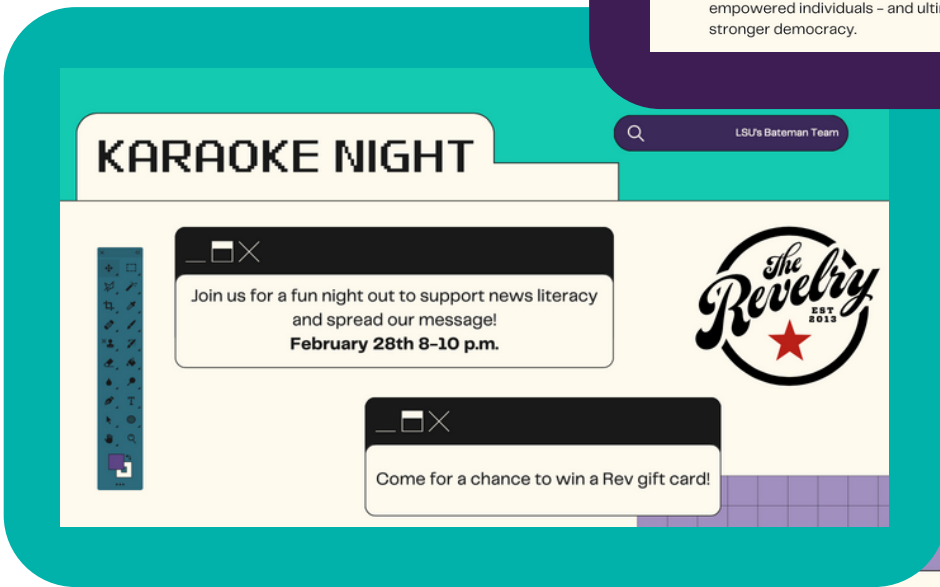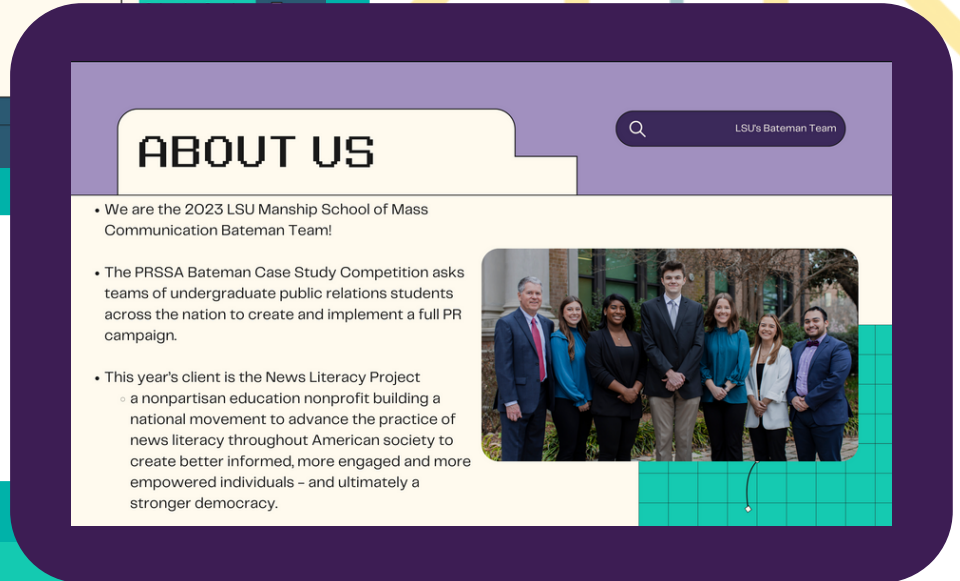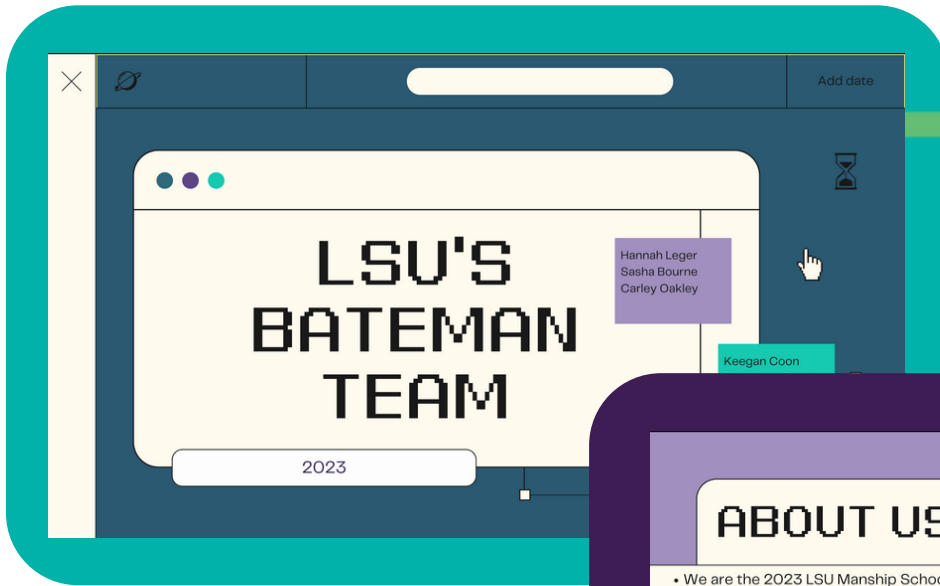
During our campaign, we conducted four table sits at prime locations on the LSU campus, including The Quad, Free Speech Alley and the Journalism Building. Located in the center of campus, these spots are high-traffic areas.

We used strong visual informational displays as our backdrop that defined the News Literacy Project and why we are promoting it. We distributed stickers and infographics with information about our campaign and the News Literacy Project. Throughout these events, we interacted with approximately 300 students via question and answer sessions, news literacy trivia and campus scavenger hunts.
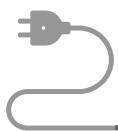
In addition to our regular table sits, we also targeted the Greek community and visited 13 Greek chapters. We spoke at their meetings with approximately 3,900 members about our campaign messages and upcoming events.
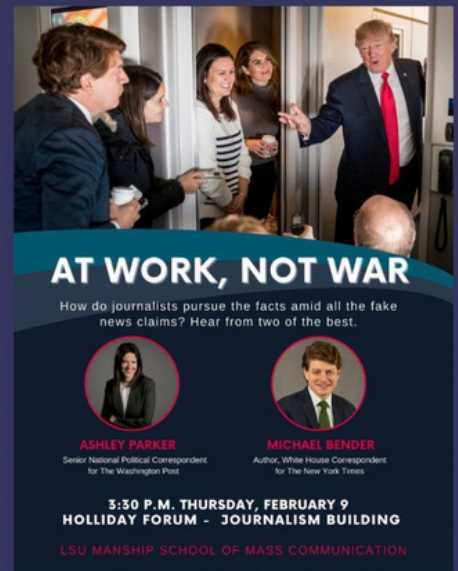
GREEK VISIT SLIDES

LSU'S BATEMAN TEAM
2023

Hannah Leger
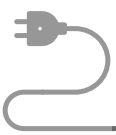Sasha Bourne
Carley Oakley

Keegan Coon

ABOUT US

LSU's Bateman Team

- We are the 2023 LSU Manship School of Mass Communication Bateman Team!

- The PRSSA Bateman Case Study Competition asks teams of undergraduate public relations students across the nation to create and implement a full PR campaign.

- This year's client is the News Literacy Project
  - a nonpartisan education nonprofit building a national movement to advance the practice of news literacy throughout American society to create better informed, more engaged and more empowered individuals – and ultimately a stronger democracy.

KARAOKE NIGHT

LSU's Bateman Team

Join us for a fun night out to support news literacy and spread our message!
February 28th 8-10 p.m.

The Revelry
EST 2013

Come for a chance to win a Rev gift card!

PLUG-IN PLEDGE

LSU's Bateman Team

I promise to do my best to make mature decisions, holding myself accountable to a high standard of integrity and commitment to excellence when practicing news literacy. I promise to take the steps to fact-check what I see in the news and decipher misinformation. I pledge to contribute to creating a more informed, engaged and empowered society while respecting myself, others and my community.

A22
Plug In

OBJECTIVE 2
At Work, Not War FORUM

To kick off our campaign, we partnered with journalism faculty members of the Manship School of Mass Communication in promoting the "At Work, Not War Forum" on Feb. 9. Special guests Ashley Parker, senior political correspondent for the Washington Post, and Michael Bender, White House correspondent for the New York Times, discussed misinformation in the media and its impact on journalists. Approximately 150 students, faculty and staff members attended the forum. We asked the panelists questions pertaining to news literacy and distributed infographics on social media about their responses.

150 ATTENDEES

AT WORK, NOT WAR

with Ashley Parker and Michael Bender

AT WORK, NOT WAR

How do journalists pursue the facts amid all the fake news claims? Hear from two of the best.

ASHLEY PARKER
Senior National Political Correspondent for The Washington Post

MICHAEL BENDER
Author, White House Correspondent for The New York Times

3:30 P.M. THURSDAY, FEBRUARY 9
HOLLIDAY FORUM - JOURNALISM BUILDING

LSU MANSHIP SCHOOL OF MASS COMMUNICATION

A23

Plug In

OBJECTIVE 2
GAME SHOW

Next, we partnered with LSU Dining's "DelightFUL" event at which we hosted a news literacy themed game show in Free Speech Alley. We played games with underlying news literacy metaphors that introduced students to NLP's tools and resources such as RumourGuard and Checkology. The event featured a DJ, food trucks and more, which brought an estimated 500 students to it on Feb. 15. Our event was featured on LSU Dining's Instagram, which has a following of 4,400.

500 ATTENDEES

PLUG IN LSU
Echo Circle
GAME SHOW
SHOW US YOUR COMPETITIVE SIDE
FEB. 15, 2023
12 P.M.- 2 P.M.
LSU ECHO CIRCLE
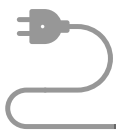
OBJECTIVE 2
PICKLEBALL
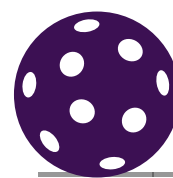
We then hosted a "Does Fake News Have You in a Pickle(Ball) Practice" on the Journalism Building's terrace on Feb. 23. Fourteen students competed while learning the rules, techniques and strategy of the fastest-growing sport in the U.S. We used this fun activity as a metaphor to explain how the News Literacy Project's tools provide media consumers with the techniques and strategies needed to decipher fake news. Just like understanding the rules of pickleball, media consumers must understand the rules of the game when attempting to decipher the validity of news.

Does FAKE NEWS have you IN A PICKLE?

A25
Plug In
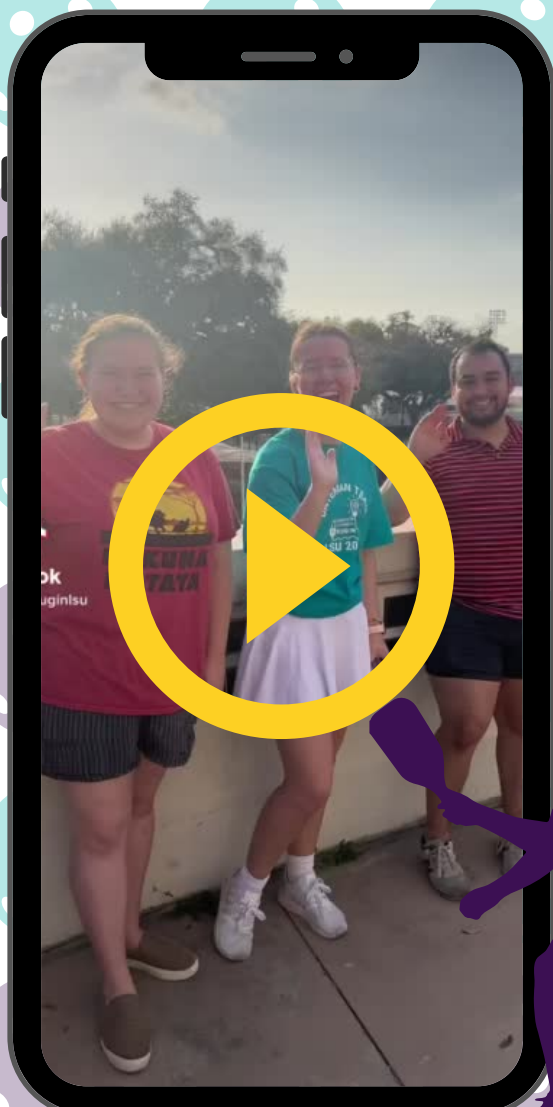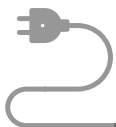
We partnered with LSU Dining again for our "Food For Thought" event on Feb. 24. It involved hosting a sushi bowl teaching kitchen in LSU's most popular dining hall during peak dining hours. Eighteen students were allowed to join the demonstration and gathered with Chef Taylor to prepare sushi bowls while other diners enjoyed the presentation. We used the recipe concept as a metaphor for following instructions when fact checking news. Our promotional materials emphasized NLP's apps and other tools such as Informable, Checkology and RumorGuard as being on the menu that day. We addressed approximately 50 students throughout the cooking class on these topics and provided other general information about NLP.

FOOD FOR THOUGHT AT THE 5

Feb. 24
12-1 p.m.

A26
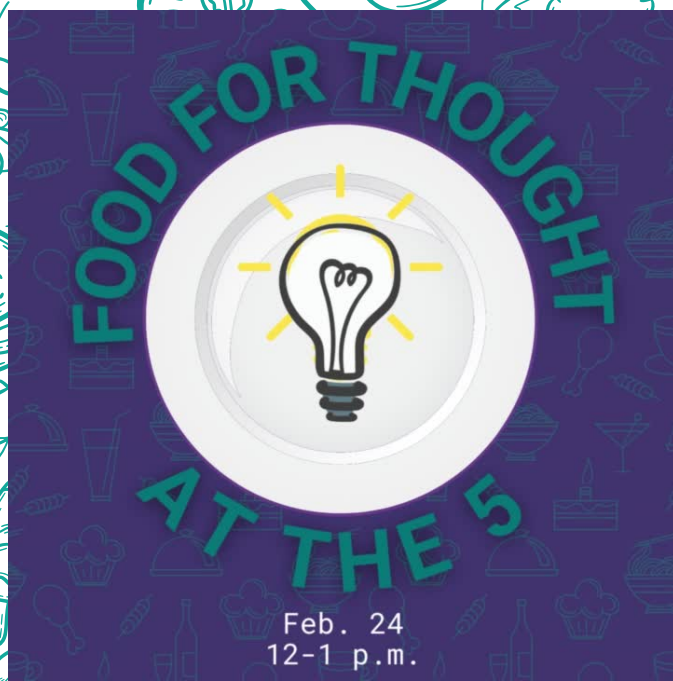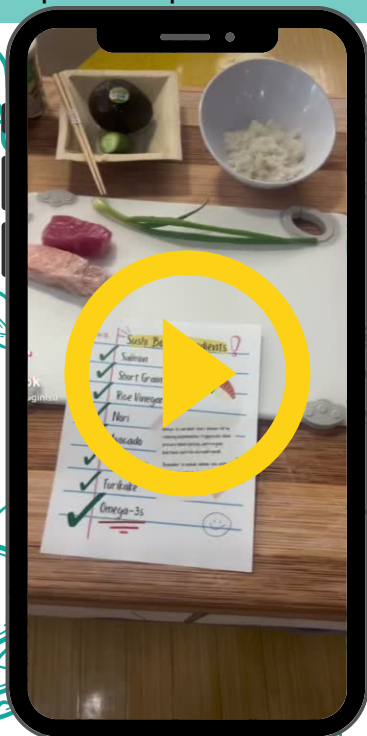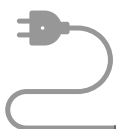
Plug In

OBJECTIVE 2
KARAOKE NIGHT

As we moved into the final week of our campaign, we partnered with The Revelry, a popular local bar, to host a karaoke night complete with a "Plug-In Playlist" with news literacy-themed songs. We heavily promoted this event to the Greek chapters we visited. Upon entering the venue, attendees were directed to our table display where we explained how we were spreading NLP's mission. There were approximately 100 people in attendance. We had 75 participants who signed our "Plug-In Pledge." Their incentive was to be entered in a raffle to win The Revelry gift cards. Attendees sang while learning more about NLP.

KARAOKE NIGHT @ The Rev

Feb. 28
9-11 p.m.

Giving away five $20 gift cards!

With LSU Manship School's Bateman Team

PLUG IN LSU
Karaoke Night @ The Rev

A27
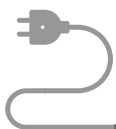
Plug In

For our final event, we hosted the "Plug-In Party." This four-hour event took place on March 1 in the lobby and on the terrace of the Journalism Building. We created a carnival style with 14 stations, with each having a game designed to highlight an aspect of NLP through customized visual boards.

We provided a full interactive experience featuring music, theme-specific balloon arches, decor and donated food. Some popular games included Power Ball, which highlighted RumorGuard. Others served to educate participants on common misinformation definitions such as sock puppets and scapegoats. There were card games that deceived players as a metaphor for deception through disinformation efforts. Another favorite was puzzles where we timed attendees as they attempted to put together the pieces without a visual of the finished product. This related to how people piece together parts of a news story as it relates to their own biases without the full facts. On the terrace, we set up a pickleball court, with two local pickleball tournament winners serving as coaches. Students dropped in and played games, which included Dr. Josh Grimm, dean of the Manship School of Mass Communication, joining the action for 45 minutes.

The entire space was transformed into NLP central with a teal and purple color scheme, graphics, visuals and even team uniforms. Attendees were drawn into the party via the intended midway feel. Music played, there was live news literacy trivia and giveaways. Once attendees made their way around the games, food and prizes, they rounded out their experience by filling out a post-campaign survey and signing the Plug-In Pledge. We had 200 students sign in at the party with approximately 300 total students walking through to learn about our campaign.

A28

Plug In

Plug-In
RED QUEEN

Plug-In
PUZZLES

Plug-In
POWER BALL

Plug-In
PUTTS

Plug-In
SOCK PUPPETS

Plug-In
with **PROFESSOR P**

Plug-In
SOCK PUPPETS

Sock puppets disrupt the realistic representation of public opinion online.

Through creating fake accounts to post comments and opinions online, individuals attempt to sway the thoughts of others.

SOCK PUPPET:
a false online name and profile created to hide the author's true identity

The Society of Professional Journalists defines four pillars for the ethical practice of journalism:

1) Seek truth and report it.
2) Minimize harm.
3) Act independently.
4) Be accountable and transparent.

PLUG-IN RED QUEEN

The Society of Professional Journalists defines four pillars for the ethical practice of journalism:
1) Seek truth and report it.
2) Minimize harm.
3) Act independently.
4) Be accountable and transparent.

Ethical journalism: the process of promoting free information that is fair, accurate and thorough; ethical journalists act with integrity, taking responsibility for their actions and explaining their decisions to the public.

Real World Application
- In the 1970s, two reporters from The Washington Post went to extreme lengths to protect an anonymous source providing information about the most famous scandal in American history. While Woodward and Bernstein became heroes for their work, questions remain over how journalists should balance protecting sources against revealing information. Which journalistic value wins out?

Journalism is built upon a foundation of ethical principles. Without effective ethical practices, there can be no good journalism.

PLUG-IN POWERBALL

RumorGuard provides an accessible resource to check the facts of trending stories.

RumorGuard is a News Literacy Project resource that fact-checks viral rumors in real-time to recognize misinformation and stop it in its tracks.

Real World Application:
RumorGuard uses five factors to evaluate the credibility of a claim:
- Is it authentic?
- Has it been posted or confirmed by a credible source?
- Is there evidence that proves the claim?
- Is the context accurate?
- Is it based on solid reasoning?

RumorGuard makes it easy to fact-check in real time, giving you a greater chance for accuracy of information when reading the news.

We created these interactive trifolds to connect our party activities to news literacy concepts. For example, Plug-In Red Queen established the importance of following ethical sources of information through demonstrating the ease with which one can be deceived if they are not paying attention.

A29
Plug In
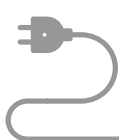
OBJECTIVE 3
PLUG-IN PLEDGE

The team decided in planning for our campaign that we wanted to create a pledge. By signing our "Plug In Pledge," the students indicated they were devoted to news literacy and would support our campaign. The pledge can be found in the appendix. One of our main objectives was to receive 75 signatures on our pledge. We surpassed this goal and received a **total of 116 signatures**. We also asked for emails on the digital pledge form to add each email to our newsletter recipient list. We included a QR code with the pledge on the main trifold poster that we used for table sits, as well as on buttons that the team wore throughout the implementation period.
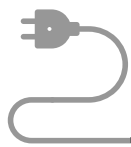

OBJECTIVE 3

ACHIEVE AT LEAST 75 SIGNATURES FOR THE PLUG-IN PLEDGE BY MARCH 6, 2023.
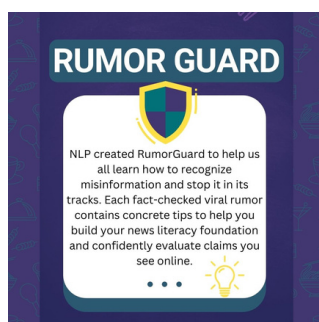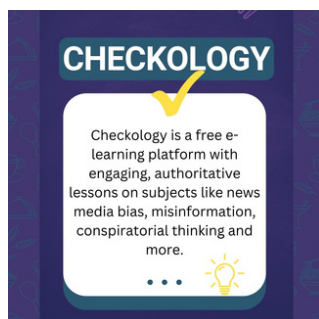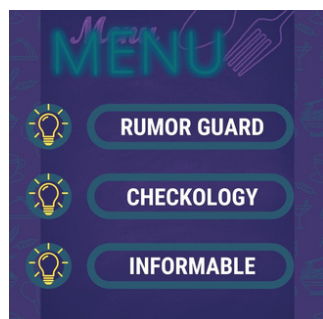
A31

Plug In

OBJECTIVE 4
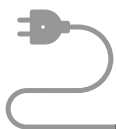# RUMORGUARD, CHECKOLOGY, INFORMABLE AWARENESS

We heavily promoted the News Literacy Project tool RumorGuard throughout all our social media platforms. We discussed it at table sit events. For our "Food For Thought" event, we placed RumorGuard on the menu. At our Plug-In Party, we had a game dedicated to the tool and displayed a detailed visual board with how RumorGuard can be used in media consumers' daily lives. We also made it as a trivia question during our live giveaways at our party. We had a question about the platform on our pre- and post-campaign surveys. The amount of awareness for this tool dramatically increased in the post-campaign survey answers after students attended our events and learned what the tool had to offer.

Plug In's Rumor Guard Round-Up

RUMOR GUARD

Following the earthquakes in Turkey and Syria last week, social media users circulated a photo of a dog attempting to help a victim. However, this photo was not taken during this event, and it is actually a stock photo that has been around since at least 2018.
- No credible source
- No supporting evidence
- No accurate context

FALSE CONTEXT · STOCK PHOTO

A recent TikTok features altered audio to exaggerate the sound of laughing during former President Trump's speech to the United Nations. While the moment did include some muted laughter, the video was changed, likely to make it more engaging.
- Not authentic
- No credible source
- No supporting evidence

To learn more information about the News Literacy Project and Rumor Guard or to use this tool, please click here.

OBJECTIVE 4

INCREASE AWARENESS OF THE NEWS LITERACY PROJECT BY 50% BY MARCH 6, 2023.

RUMOR GUARD

NLP created RumorGuard to help us all learn how to recognize misinformation and stop it in its tracks. Each fact-checked viral rumor contains concrete tips to help you build your news literacy foundation and confidently evaluate claims you see online.

· · ·

MENU
- 💡 RUMOR GUARD
- 💡 CHECKOLOGY
- 💡 INFORMABLE

CHECKOLOGY ✓

Checkology is a free e-learning platform with engaging, authoritative lessons on subjects like news media bias, misinformation, conspiratorial thinking and more.

· · · 💡

INFORMABLE

Informable is the mobile app created by NLP designed to help players develop the skills to become news-literate in a game format.

· · · 💡

RUMOR GUARD

NLP created RumorGuard to help us all learn how to recognize misinformation and stop it in its tracks. Each fact-checked viral rumor contains concrete tips to help you build your news literacy foundation and confidently evaluate claims you see online.

· · · 💡

A32

Plug In

Post-Campaign Survey

Another main objective was to increase overall awareness of the News Literacy Project. We conducted a post-campaign survey to measure awareness of the News Literacy Project against our pre-survey data. The survey consisted of four content questions, all of which closely aligned with our campaign objectives. We made this change to focus on the measurement of our objectives and to make the survey more accessible for attendees of the Plug-In Party. The statement "I am aware of the "News Literacy Project" **grew by 628%**; "I have heard of the news literacy tool called RumorGuard" **grew by 1,253%**; "I know what a "sock puppet" is and how to spot one" **grew by 368%**; and "I could explain to someone how fake news is spread through scapegoating, false dichotomies and slippery slope arguments" **increased by 47%**. According to this data, we achieved our objective of increasing awareness of the News Literacy Project. Refer to the appendix for a graphic detailing this data.

OBJECTIVE 5

INCREASE AWARENESS OF RUMORGUARD BY 50% BY MARCH 6, 2023.

Survey Questions for Post-Campaign Evaluation

1. I am aware of the News Literacy Project.
   a. Strongly agree
   b. Agree
   c. Neither agree nor disagree
   d. Disagree
   e. Strongly disagree

2. I have heard of the news literacy tool called Rumor Guard.
   a. Strongly agree
   b. Agree
   c. Neither agree nor disagree
   d. Disagree
   e. Strongly disagree

3. I could explain to someone how fake news is spread through scapegoating, false dichotomies and slippery slope arguments.
   a. Strongly agree
   b. Agree
   c. Neither agree nor disagree
   d. Disagree
   e. Strongly disagree

4. I know what a "sock puppet" is in terms of news literacy and how to spot one.
   a. Strongly agree
   b. Agree
   c. Neither agree nor disagree
   d. Disagree
   e. Strongly disagree

Post-Campaign In-Class Presentations

As part of our objective to increase awareness of Plug In LSU and the News Literacy Project, we visited three classrooms during the final days of the campaign and delivered short presentations. Information presented included what Plug In LSU is, what the News Literacy Project is and common news literacy terms students should be able to recognize. With this presentation, we also aimed to boost the visibility of the last two events Plug In LSU hosted In addition to encouraging listeners to take our post-campaign survey.
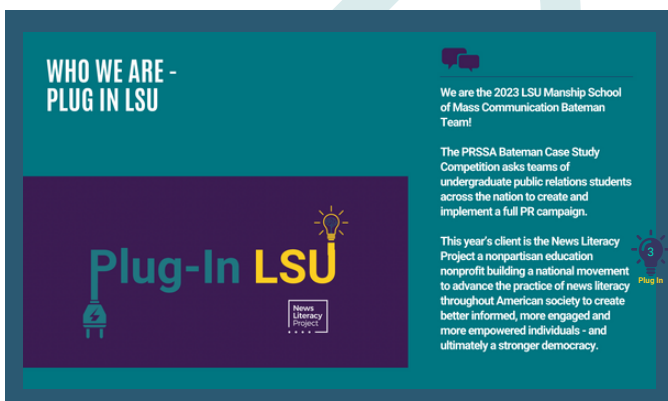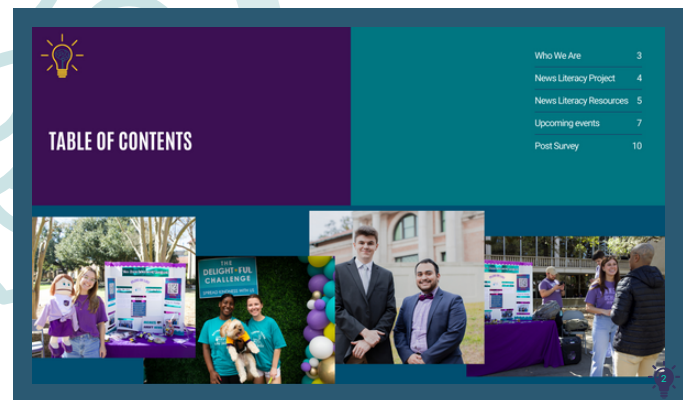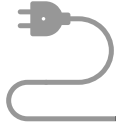
Post-Campaign In-Class Presentations

NEWS LITERACY FAST FACTS

What is news literacy?

The News Literacy Project defines news literacy as "the ability to determine the credibility of news and other information and to recognize the standards of fact-based journalism to know what to trust, share and act on. News literacy teaches you how to think about the news and information you encounter on a daily basis but not what to think about any particular source. That part is up to you. It helps you develop a healthy skepticism about the quality of information you encounter, without becoming cynical about all news and information."

Learn more at www.newslitproject.com

What is a sockpuppet?
A sockpuppet is a false online name and profile created to hide the author's identity, usually because of personal, political or financial ties to whatever is being discussed or reviewed.

What is scapegoating?
Scapegoating is the act of blaming one person or group for something bad that has happened or that someone else has done.

What is a slippery slope?
A slippery slope is an argument making the claim that a small first step will create a chain reaction leading to disastrous, unavoidable results

What is false dichotomy?
A false dichotomy is a logical fallacy in which only two options are presented when there are actually more options available

NEWS LITERACY PROJECT RESOURCES

RUMOR GUARD

NLP created RumorGuard to help us all learn how to recognize misinformation and stop it in its tracks. Each fact-checked viral rumor contains concrete tips to help you build your news literacy foundation and confidently evaluate claims you see online.

UPCOMING EVENTS

KARAOKE NIGHT @ The Rev
Feb. 28
9-11 p.m.
Giving away five $20 gift cards!
With LSU Manship School's Bateman Team

Plug-In PARTY
Free Food, Drinks, Games and Prizes
March 1
10:30 a.m. - 3 p.m.
Manship School Holliday Forum

VOLUNTEERS NEEDED!

TIME SLOTS:

- 10:30 to 11:30 a.m.
- 11:30 a.m. to 12:30 p.m.
- 12:30 to 1:30 p.m.
- 1:30 to 2:30 p.m.

Bonus points available to members of Professor Draper's classes!

Interested in volunteering for the party?
Email Emmie Ravain, **eravai1@lsu.edu**

Plug-In PARTY
Free Food, Drinks, Games and Prizes
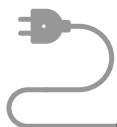March 1
10:30 a.m. - 3 p.m.
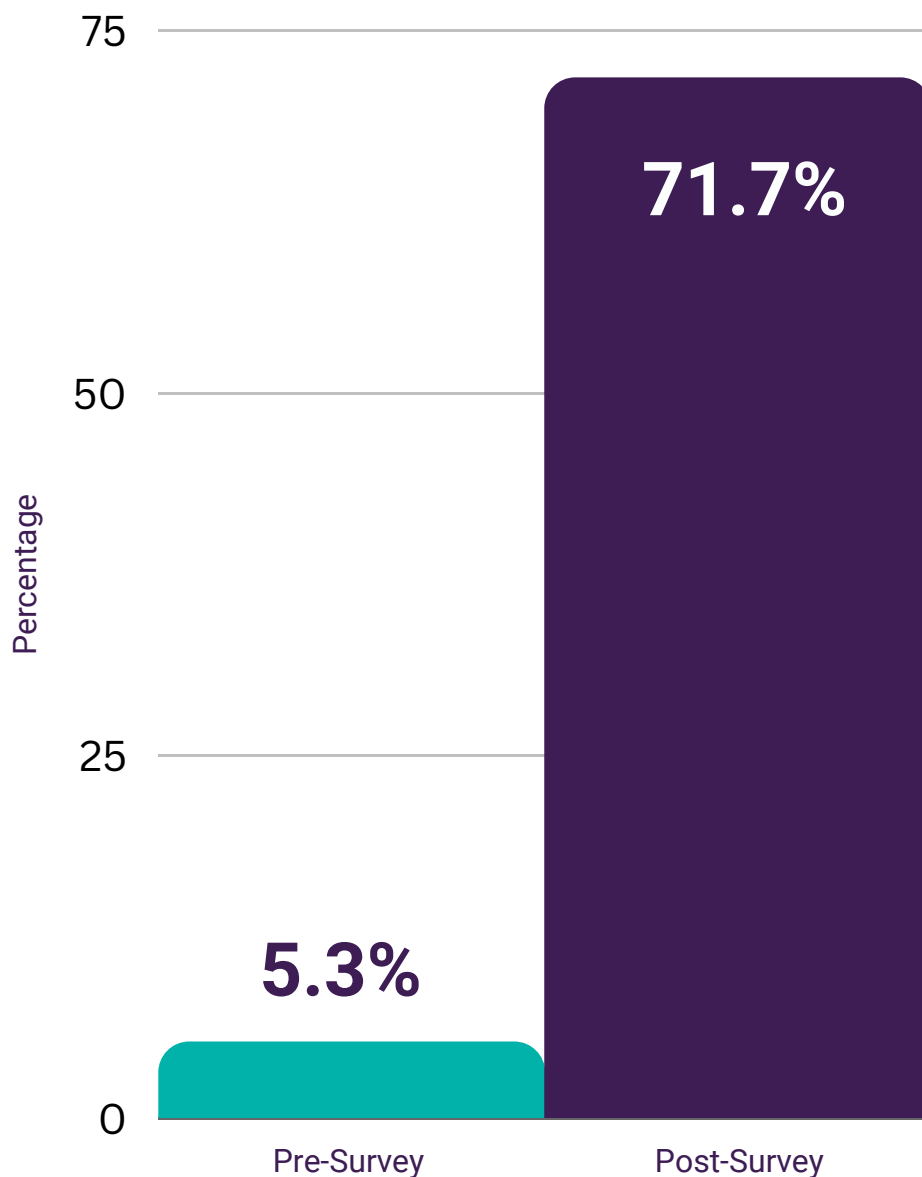Manship School Holliday Forum

POST SURVEY

Please take a couple minutes to complete our post-campaign survey. Even If you took our survey before, please take this one. It will help us with the evaluation portion of our campaign. Thank you for your support!
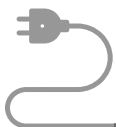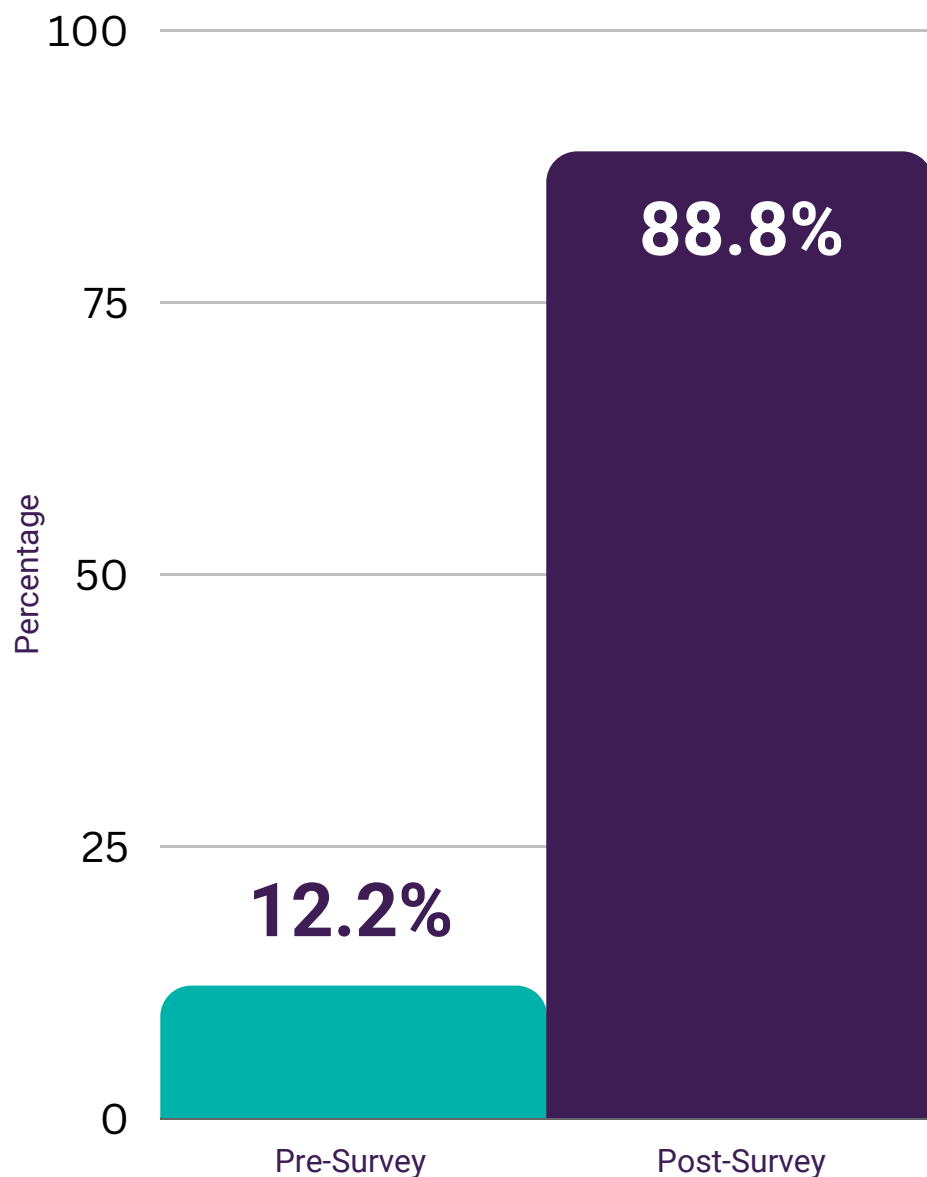
A35
Plug In

POST-SURVEY DATA

71.7%

5.3%

Percentage

75

50

25

0

Pre-Survey

Post-Survey

I have heard of the news literacy tool called RumorGuard.

1,253% growth

A36

Plug In

POST-SURVEY DATA

88.8%

12.2%

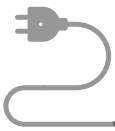100

75

50

Percentage

25

0

Pre-Survey

Post-Survey

I am aware of the News Literacy Project.
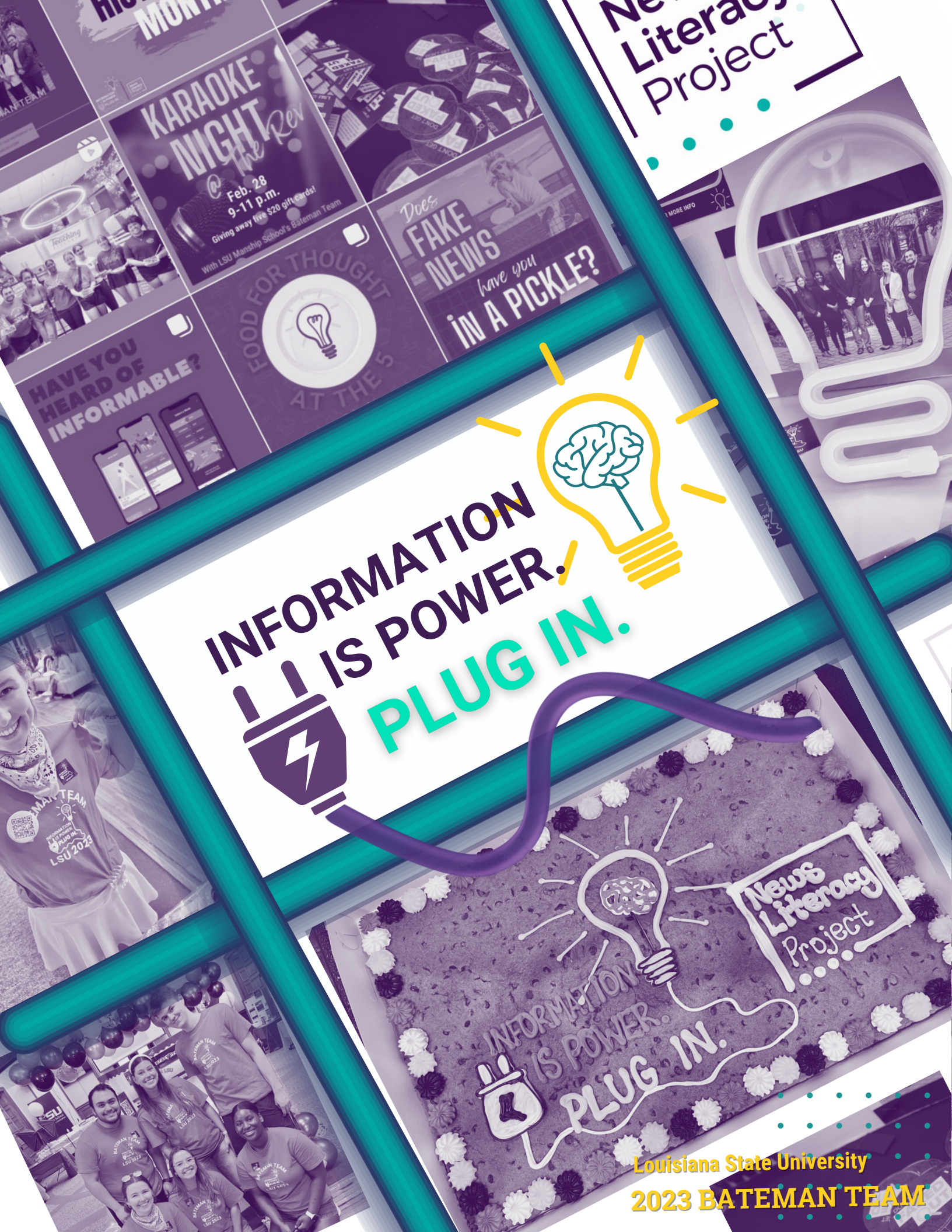
628% growth

A37

Plug In

POST-SURVEY DATA

100

75

50

Percentage

25

0

18%

84.2%

Pre-Survey   Post-Survey
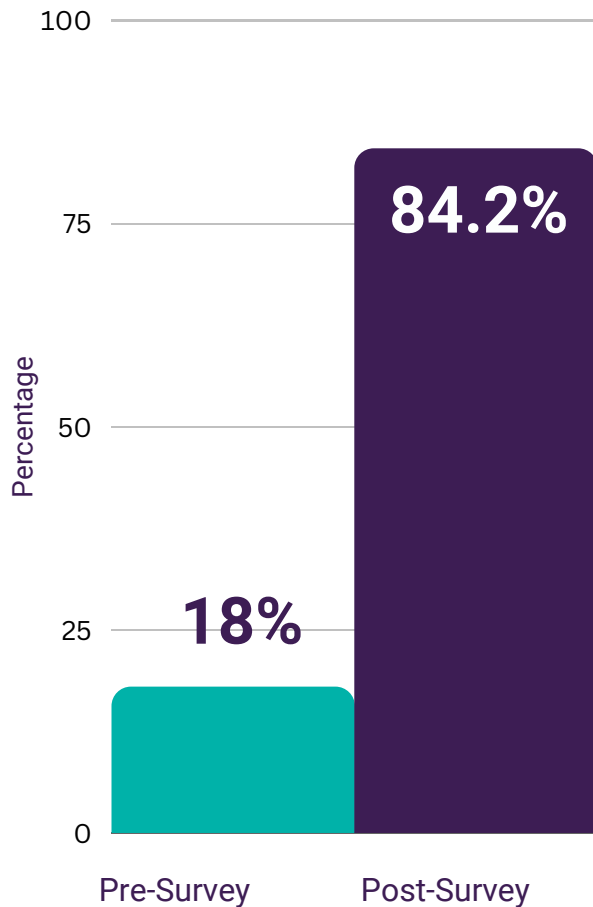
I know what a "sock puppet" is and how to spot one.

368% growth
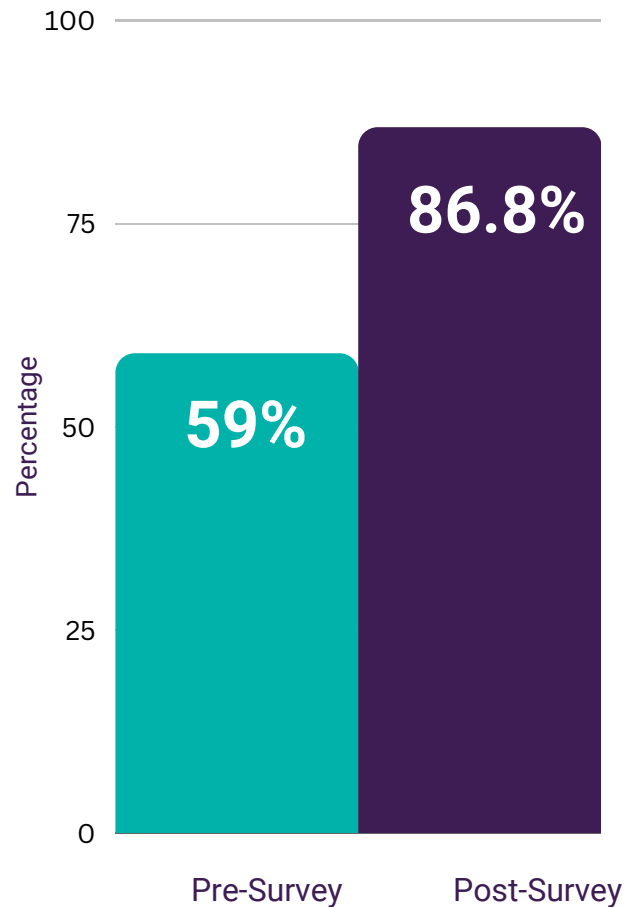
100

75

50

Percentage

25

0

59%

86.8%

Pre-Survey   Post-Survey

I could explain to someone how fake news is spread through scapegoating, false dichotomies and slippery slope arguments

47% growth

A38

Plug In

INFORMATION IS POWER.
PLUG IN.

Louisiana State University
2023 BATEMAN TEAM