Know Your News

KNOW YOUR NEWS LB
THRIVING ON FACTS, NOT FALSEHOODS

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EXECUTIVE SUMMARY

The creation of distorted or fake news materials and images is not something new or out of the ordinary. Since the early 1800s, the spread of false narratives and harmful stereotypes has planted seeds of distrust among many Americans, especially along racial, ethnic, and religious lines. With the rise of social media, racial targeting and the spread of misinformation are also increasing. News sources have shifted from traditional newspapers and television broadcasting to social media platforms and online media. With a wide variety of sources, it can be difficult to identify what is true or false. Black and Hispanic people have been primary targets of misinformation through the use of social media targeting and bots. Moreover, Spanish speakers are at greater risk as the majority of false information in Spanish is left online with little effort from social media companies to regulate content. A group of four public relations students from California State University, Long Beach (CSULB) created a campaign for the News Literacy Project (NLP), a nonpartisan, nonprofit, educational organization that aims to create news literacy tools and resources for these demographics, ages 18 to 34. The campaign, Know Your News LB, raised awareness of the importance of news literacy and brought NLP's news literacy tools to Long Beach, California. We accomplished this by hosting multiple panels and workshops with Black and Hispanic journalists, partnering and throwing community events with Black and Hispanic owned businesses, entering CSULB classrooms to educate college students on news literacy, and promoting NLP and its sources on our social media platforms in both English and Spanish. In our preliminary research, our survey found that 97.5% of recipients do not look into the author of their sources and 88% were not aware of NLP and its resources. We aimed to change that.

SITUATIONAL ANALYSIS

Nearly 100% of Know Your News LB's survey respondents, which consisted of Black and Hispanic Long Beach residents, admitted to not looking into the author or source of articles they read (A1). What's more, nearly 80% of respondents do not fact-check information they see online (A1). As such, Know Your News LB saw an immediate and important opportunity to improve news literacy education and awareness in Long Beach.

Our campaign aimed to reach the Black and Hispanic communities ages 18-34 years old. In addition, NLP requested we aim to reach Spanish speakers. In Long Beach, the Black and Hispanic communities make up over 50% of the population and Spanish is the second most common language spoken by the public in Long Beach (A2). Unfortunately, Research shows that 70% of Spanish-language misinformation surrounding COVID-19 has remained online compared to 29% of such information in English (A2). These marginalized and targeted communities deserve to have access to news literacy tools and resources, and Know Your News LB was our way of providing them for our community.

Target Audience

Know Your News LB aimed to reach the Black and Hispanic communities in Long Beach ages 18-34 years old. Targeting these communities in Long Beach was important as they make up 55.3% of the Long Beach population **(A3)**. Our campaign specifically targeted CSULB students and Long Beach residents. Targeting Spanish speakers was also a vital component of our campaign.

Millennials and Gen Z in Long Beach

The News Literacy Project requested that our campaign target Millennials and Gen Z because they tend to be most active on social media and the internet. We focused primarily on Long Beach due to its large diverse population as well as its prime location as the site of a diverse college campus, Cal State Long Beach, whose students aged 18-34 make up 95.14% of the undergrad population **(A3).**

Blacks and Hispanics in Long Beach

According to statistics and data provided by the News Literacy Project, these demographics have been targeted the most when it comes to elections and healthcare misinformation. In Long Beach, Black or African American people make up 12.1% of the city (around 52,141 people) while Hispanics or Latinos make up 43.2% (around 207,396) according to the 2020 census data. The Hispanic demographic has ties to CSULB in particular, with it ranking 6th for the number of Hispanic students earning undergraduate degrees and 4th in bachelor's degrees awarded to minority students in all disciplines **(A3).** Historically, these groups have often been victims of false narratives that are harmful to their communities **(A2)**, which further tensions and distrust for everyone involved. By highlighting the impact misinformation and false, stereotypical narratives have on these communities and connecting with them, we could better protect the truth that everyone deserves and could empower marginalized communities with proper information.

Spanish Speakers in Long Beach

Our research exemplified a need for Spanish news literacy tools and resources. A disparity was revealed, with misinformation going unflagged for Spanish speakers and reaching as high as 70% on Facebook **(A2).** This is concerning as Spanish is the largest non-English speaking group in Long Beach **(A3).**The Spanish-speaking community deserves to be protected from misinformation too. We saw a gap in accessibility and wanted to d everything we could to make news literacy more inclusive to this group.

Primary Research

Know Your News LB conducted surveys and a focus group to help us identify how people perceive the news and their habits when it comes to gathering and sharing news to better inform us of how to provide useful tools to combat the spread of fake information in a rapidly changing world. We conducted two online surveys: one in English and one in Spanish. In total, we received 181 responses within 12 days **(A1).**

Primary Research cont..

Survey Highlights

88.8% have never heard of the News Literacy Project

97.3% DO NOT look into the author or its sources

60% of our respondents are not sure of the definition of news literacy.

The top 3 platforms that the respondents see misinformation the most: Twitter (81%), Instagram (78.8%), Tiktok (72.6%).

The top 3 platforms that the respondents get their news from are from online publications (79.3%), Twitter (58.5%), and Instagram (59.8%).

Secondary Research

Know Your News LB carefully analyzed data, statistics, peer-reviewed articles and credible online publications about the impact misinformation has on our target audiences. From these findings (A3), we found that:

- 62% of Gen Z and Millennials say it is hard to identify false information on social media.
- 63% agree that the average person can't tell good journalism from rumors or falsehoods.
- Analysis of online misinformation also found that Facebook (now Meta) failed to flag 70% of Spanish-language misinformation surrounding COVID-19 compared to just 29% of such information in English.
- Russian operatives purchased more than 3,000 ads on Facebook promoting African American rights groups, including Black Lives Matter to offer fake news as a means of discouraging assumed political behaviors of Black voters in the 2016 presidential elections.
- A separate study by the News Literacy Project, conducted in 2020, found that only 27% of American adults were able to correctly identify whether a news story they read online was written by a mainstream news organization or by a political advocacy group posing as a news site.
- From NLP, they found that their methods of teaching news literacy in classrooms improved by more than 80% of participants.

Sources also suggest that social media preferences/feeds play a big part in establishing biases, thus contributing more to the spread of stereotypical misinformation and disinformation (A3).

We were able to determine how and why these demographics are affected as well as what are possible solutions to educate our demographics. Our secondary research helped inform how we created our social media content, and events, and brought awareness about the News Literacy Project and its resources.

Campaign Goal & Rationale

Misinformation creates harmful divides in our communities, especially for Hispanic and Black communities who have been disproportionately affected by misinformation in the past. The News Literacy Project is an online toolbox that anyone can use to fight back against the spread of misinformation. Building off of their news literacy tools and resources, our goal was to create a well-informed community in Long Beach and to begin a news literacy movement where everyone can thrive on facts and not be fractured by falsehoods. This would further the movement toward news literacy that the News Literacy Project is advocating for. It would also increase awareness and support for the organization.

These resources helped communities engage in sustainable change by arming them against misinformation and empowering them with the truth. We aimed to make our campaign resonate and grow alongside our community, and through our multiple collaborations and strategies, we were able to make this movement reverberate throughout Long Beach and beyond!

Branding

Thriving on Facts, not Falsehoods.

Know Your News LB's branding was crafted to make the viewer feel empowered and involved as if they were an active part of the post and news literacy movement. Designs included electronic mediums people regularly rely on, like laptops, televisions, cell phones, and even newspaper pages. These are everyday items that are commonly used, but materials we may underestimate the power of. We wanted to remind viewers that the power is in their hands. Today, a database of endless information is right at our fingertips as information is shared across the mass media. We understood that it can be overwhelming, even frustrating not knowing which sources you can trust.

"Thriving on Facts, not Falsehoods" reflects the core value of our campaign: that everyone, regardless of their beliefs or backgrounds, deserves to thrive. There is power in connection, and by properly educating our communities and fighting falsehoods, we can arm people against the divides and tensions that stem from misinformation and prejudice. We are stronger together, and we all deserve to thrive! With resources like the News Literacy Project, we can continue to fight for change.

Mission Statement

Know Your News LB aimed to empower the diverse communities in Long Beach so they could feel confident in their ability to properly view and digest the news they come across in the media. By providing NLP's news literacy tools and resources and informing the public on misinformation targeting, Our audience learned how to best protect themselves against misinformation and joined our movement for news literacy in Long Beach. This would also further build the audience of our client, as our work will share their resources and emphasize why they are important.

Key Messages

What is NLP?

The News Literacy project (NLP) is a non-profit, non-partisan educational organization that aims to provide news literacy tools for all.

The importance of news literacy?

News literacy is a crucial component of the future of our democracy as the Hispanic and Black communities have been targets of disinformation. In addition, these communities have been targets of racial stereotypes spread on the internet that are used to promote division in our country.

The importance of quality journalism

Quality journalism is honest reporting that brings the facts to the public and avoids biased viewpoints. People must hold their sources of information to a standard of quality journalism and hold themselves accountable for the sources they use to digest the news to avoid falling for disinformation.

Challenges & Opportunites

Challenges

Lack of news literacy resources in Spanish

Through this campaign, the team noticed a gap in Spanish resources and observed the language barriers this community faces. This campaign strove to transform these barriers into bridges so communities throughout Long Beach could walk hand-in-hand and be included in the conversation. A secondary Spanish campaign, Know Your News LB para ti, was our way of aiming to reach this audience. We hosted a virtual news literacy workshop in Spanish , where a local Latina journalist shared insight into how the community is vulnerable to misinformation and provided ways to fight back. In addition, our team identified a lack of news literacy tools in Spanish, so we translated all of our social media and website content into Spanish too.

Connecting with media outlets

There were news outlets that declined to cover our campaign, stating that they felt it was a conflict of interest for them to report on news literacy as an active newspaper (A5). This feedback inspired the creation of an original magazine (A46) to showcase the impact of the campaign and the positive experiences that could come from news literacy and ethical reporting.

Conflict of time

Several professors at CSULB reached out asking if we can teach their students about news literacy and our campaign. However, due to a conflict in schedules and some professors wanting us to present it in the future past the campaign's deadline, we were met with circumstances where we did not have the capacity for further work .

Opportunities

Interest from the Mayor Rex Richardson of Long Beach

The Long Beach mayor's office was interested in supporting our campaign and establishing a news literacy week in the near future (A6).

Challenges & Opportunities cont...

Collaboration from publications and nonprofits

Other publications and nonprofits were interested in possible avenues for future collaboration at events, celebrations, and informational sessions **(A6).**

A community wanting more

Our team reached a community of individuals and organizations who are truly concerned about the spread of misinformation. Due to this, we have continued to receive support and opportunities to speak from these organizations and community members alike who wanted to continue following our campaign and implementing news literacy into their own lives and the lives of others. This desire to share news literacy in our communities and to teach their own groups about it shows an interest in continuing this journey and how impactful news literacy can be **(A6).**

Campaign Plan

Objective 1

Increase awareness about the News Literacy Project's tools and resources among Black and Hispanic communities in Long Beach aged 18-34 by generating 45,000 cumulative impressions from earned, owned, and paid media content through traditional and social media outlets.

Strategy 1

Utilize organic and paid social media methods to promote Know Your News LB's mission on platforms our target audiences use the most to find their news.

Rationale

Our initial survey results showed that the majority of users get their news from online news publications, Twitter, and Instagram **(A1).**

Tactics

- Use Instagram, Twitter, TikTok, and Facebook to reach and educate our target audience on the News Literacy Project's tools and resources.
- Launch www.knowyournewslb.com as an informational hub for our campaign that followers could refer to for campaign and event updates, as well as direct access to the News Literacy Project, RumorGuard, and Checkology platforms.
- Develop a secondary campaign in Spanish, Know Your News LB Para Ti, on Twitter and Instagram to ensure key messages are received in our target audience's primary language. In addition, our team translated all of our website content into Spanish to better assist this community in accessing news literacy tools.
- Partner with local Black-owned and Latina-owned businesses in Long Beach on social media collaborations to reach our shared target audience.

Strategy 2

Connect with local organizations and publications in Long Beach in an effort to further our reach about the campaign and the mission of NLP.

Rationale

By utilizing CSULB student publications we will directly reach our target audience of Millennials and Gen Z as they make up almost 100% of the CSULB student body. Local publications will assist us in reaching our audience throughout Long Beach.

Tactics

- Reach out to student publications at CSULB to share our key messages with the students.
- Partner with local organizations and publications to inform the public about the dangers of misinformation and the news literacy tools that NLP offers.
- Launch the first edition of a news literacy magazine, of our own to create and share news literacy updates, tools, and resources monthly with the public.

Objective 2

Demonstrate an improvement in news literacy among at least 150 Long Beach Black and Hispanic community members and college students and inspire 200 of them to be a part of the news literacy movement

Strategy 1

Educate students on the importance of news literacy and biases at CSULB.

Rationale

According to our survey 60% of our respondents are not sure of the definition of news literacy and 89.5% of our respondents do not always fact-check the information they come across on the internet **(A).** We also found in our primary and secondary research, that racists or misleading stereotypes and biases about marginalized communities cause more division and harm **(A2).**

Tactics

- Create a powerPoint about what news literacy is and what NLP does; inform on the five types of biases and help them understand why it is important; what is quality journalism; what are misinformation and disinformation and their roles, and ways to fact-check using information from NLP's resources: Checkology and RumorGuard.
- Present the powerPoint in at least three classrooms from different departments.
- Conduct a pre-quiz and post-quiz/survey to identify if there is an increase in news literacy improvement among these students.

Strategy 2

Host events for the community to encourage the Black and Hispanic communities, ageS 18-34, to connect with professional journalists and utilize NLP tools and resources.

Rationale

In our focus group and in-person interviews, we learned that Gen Z and Millennials are disinterested by the news as they feel they do not know what to trust with the abundance of misinformation on the internet .

Tacitics

- Host a trivia night event at CSULB using questions from NLP's app *Informable* where students will be welcomed to test out their news literacy skills and enjoy pizza with their peers.
- Connect with journalists to host a virtual panel event . This panel of journalists will discuss the importance of news literacy and bridge the gap of mistrust between the audience, the news, and reporters.
- Carry out a Black History Month event in a Black-owned business in Long Beach where local journalists can inform and connect with the community.
- Host a virtual news literacy workshop for the Hispanic and Spanish-speaking people of Long Beach to connect these communities with a local Spanish-speaking journalist to learn about news literacy.

Strategy 3

Inspire 200 people to be a part of the news literacy movement and utilizing tools and resources provided by NLP by encouraging them to sign our news literacy pledge.

Rationale

The client, NLP, wants to build greater awareness about its mission and gain more participants in the movement. By signing our pledge, people could commit to supporting a greater movement toward news literacy and could continue to push for the same change that NLP is advocating for.

Tactics

- Leverage support and endorsements from CSULB officials such as President Jane Conoley.
- Connect the pledge with individuals through classroom teachings, different channels, like Instagram, Twitter, Discord, Slack, email, and in-person advocacy.

Evaluation

Objective 1

Increase awareness about the News Literacy Project's tools and resources among Black and Hispanic communities in Long Beach aged 18-34 by generating 45,000 cumulative impressions from earned, owned, and paid media content through traditional and social media outlets.

Results
- We earned 54,521 total impressions exceeding our goal of 45,000 .
- In our initial survey, we asked our audience if they knew about NLP and 88.5% stated no. After classrooms teachings **(A)**, discussing NLP on Dig En Espanol podcast collaboration, and trivia night, over 300 people are now aware of NLP on top of our total impression.

Objective 2

Demonstrate an improvement in news literacy among at least 150 Long Beach Black and Hispanic community members and college students and inspire 200 of them to be a part of the news literacy movement.

Results
- Exceeded our improvement in news literacy among 243 college students in five classroom visits where we presented a PowerPoint about news literacy and NLP. We saw a 75% increase in correct answers from the pre-test to the post-test. 85% of students were able to properly define what news literacy is and what is the News Literacy Project.
- Established a trivia night using NLP's Informable app, where we tested our participants if they can decipher between false ads, fact versus opinion, and if it is evidence, By the end of trivia night, all participants learned something new.
- 308 Long Beach residents and students signed the news literacy pledge, exceeding our original pledge goal of 200.

Conclusion

The Know Your News LB campaign created lasting memories that will reverberate in the communities' hearts. We received a total of 54,521 media impressions, 243 college students who demonstrated improved news literacy, multiple collaborations with local businesses, and overall made a heartfelt impact on every speaker and community member we met with during their multiple events and outreach efforts. Change starts with us, and teaching others about news literacy became a tool of empowerment for the people we connected with in Long Beach. Our campaign nurtured an open dialogue where everyone could be engaged and share their experiences and perceptions on misinformation and news literacy. We also bounded over a language barrier as we made efforts to connect with Spanish speakers too. The need for factual information was shown to be interlinked with the narratives we see and our ability to connect with our local communities. Through our work, the importance of news literacy was solidified and we were granted fulfilling opportunities to share its benefits. This included events, discussions, panels, and an innumerable amount of personal interactions. Our campaign reflected news literacy's power and the community's resolve by connecting more people to one another through the news and helping them feel more connected to it and to the people telling the stories. Now they can continue to use the News Literacy Project's resources and awareness for the organization has risen, as our research revealed an improvement in understanding news literacy, vetting your information, and NLP.

DATE	DESCRIPTION	COST
02/18/2023	Event venue: Shades of Afrika, Long Beach (lola)	$80.00
02/18/2023	Coffee Bean jug for event (lola)	$19.95
	domain name (Amaya)	$17.99
	Canva pro (Mailea)	$14.99
03/02/2023	4 costco pizzas for Trivia night (lola)	**$42.88**
03/02/2023	Napkins, plates, cups etc (Felissa)	$19.85
03/02/2023	Instagram cut out board (Felissa)	$30.67
03/02/2023	Water	$4.00
03/02/2023	Gifts for the Trivia winners (Mailea)	$23.00
	Paid ads	$5.00
Total	$258.33	
In-kind donations	Donuts	

A1: Primary research
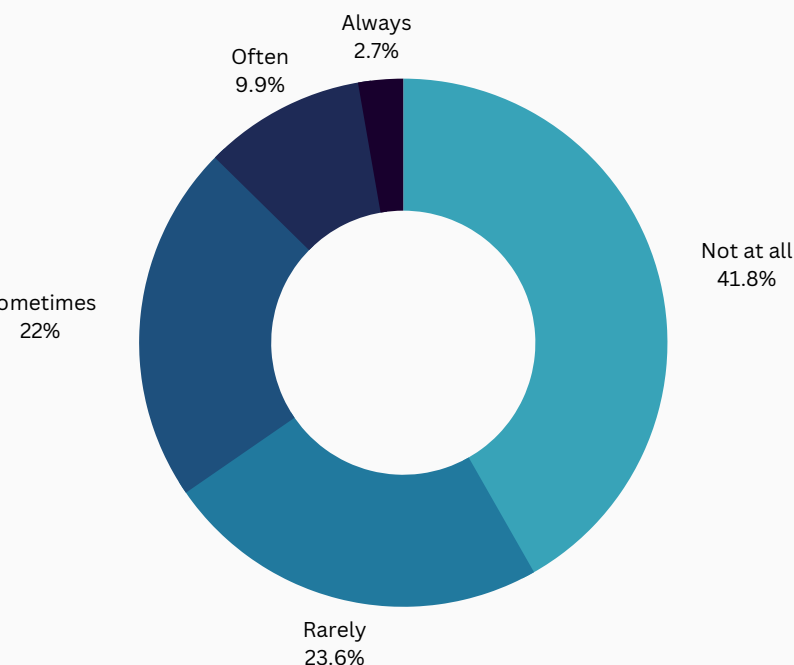## Quantitative research: Survey

Participants: 181 Long Beach residents, students, and workers

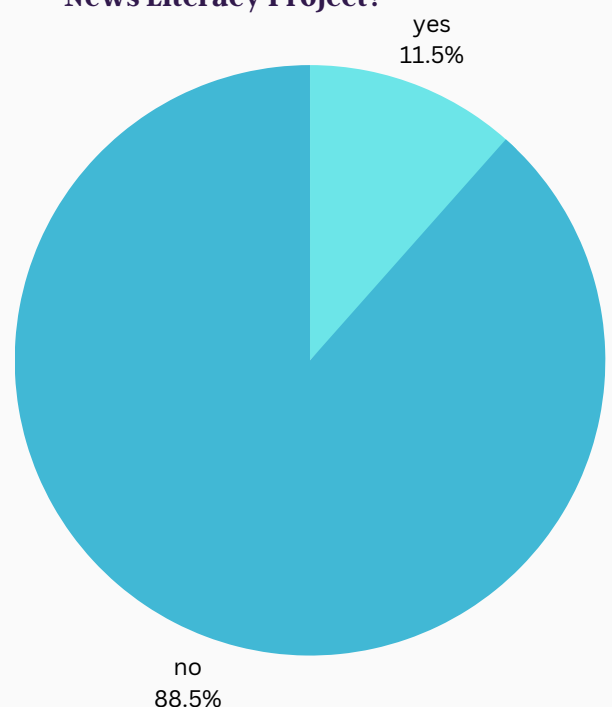**Method**: Online google doc survey in English and Spanish

Purpose: Help identify how people perceive the news, gauge awareness for NLP, and reveal what their news consumption behaviors and perceptions of misinformation are. t It will inform us of how to provide useful tools to combat the spread of fake information as and structure our campaign as part of our preliminary research..

- 55.3% trust the news somewhat (level 3), 23% barely trust the news (level 2)
- 53.5% tend to trust their local news more than national or global
- The top 3 platforms that the respondents get their news is from online publications (79.3%), Twitter (58.5%), and Instagram (59.8%)
- 76.5% of our respondents do not look into the source/fact-check the information
- 50.8% of our respondents share article/source based on only reading the headlines
- 85.4% of our respondents can not completely identify false information
- 89.3% of our respondents do not always fact-check
- The top 3 platforms that the respondents see misinformation the most: Twitter (81%), Instagram (78.8%), Tiktok (72.6%)
- 60% of our respondents are not sure of the definition of news literacy

When you come across a news article online, how often do you look into the author and its source?

Always 2.7%
Often 9.9%
Not at all 41.8%
Sometimes 22%
Rarely 23.6%

Have you heard of the News Literacy Project?

yes 11.5%
no 88.5%

A1: Primary research

Has misinformation affected you in any way? If so, please explain.

"Yes it has. It has made me believe something that isn't true about my race (Black) as a whole. I think I've received the most misinformation about k-12. They prime us early to believe certain things so that we don't become "problems" later."

"Trump blamed the COVID outbreak on China which led to hate crimes against Asians. Neighbors that I did not know came to my house and yelled, "Go back to China!" Two weeks ago while waiting outside of a Chinese restaurant located in Chinatown to order dim sum, a non-Asian male made comments about Chinese people being dirty and starting COVID. He specifically referred to an elderly Asian woman in line. I was afraid for her safety because I continued to watch her even as she walked away. I made him aware that I was watching both him and her until she was safe. I took a picture of the male and sent it to my friends who are leaders in the Chinatown community."

"Yes, it caused harm against my political freedom and threatens many marginalized communities because of its role in politics."

Qualitative research: Focus group

Location: Zoom

Date: Feb 18, 2023

Purpose: In-depth understand of personal experiences, habits, and knowledge when it comes to misinformation and news literacy.

Our virtual focus group was a mix of Blacks (non-Hispanic), Hispanics (non-white), and Asian Americans, aged 20 to 30.We gained insight on how these participants interacted and digested news. We learned that participants get their news primarily from social media and online publications and that they fear a future without news literacy as it feels like there are many avenues of information to lose oneself in.

Highlights from focus group
- Participants felt that misinformation created a division among diverse communities.
- Participants felt frustrated when discussing about misinformation to their peers or family members.
- Participants tend to leans towards community-oriented news pages on social media.
- Participants read or listen to different sources that discuss about their interests such as social issue.
- Some participants find their misinformation from blog posts, forums, comments on social media to identify what if certain information is accurate or not.
- Participants felt disengaged from news because they do not know who or what to trust.

A2: Secondary research

Know Your News LB carefully analyzed data, statistics, peer-reviewed articles and credible online publications such as the News Literacy Project about the impact misinformation has on our target audiences. From these findings, we were able to determine how, why and to what extent these young demographics are affected.

The data from the secondary research discussed that more than half of Americans can not differentiate between good journalism and rumors/falsehood making it hard for those to identify false information. The findings also suggest that social media preferences/feeds play a big part in establishing biases, thus contributing more to the spread of stereotypical misinformation and disinformation. These findings helped inform how we created our social media content and events.

The secondary research also demonstrated some key points about our target audiences: the Black and Hispanic demographics. Black and Hispanics are targeted more with misinformation, especially when it comes to healthcare or elections. For the Hispanic community, there is lack of fact-checking and Spanish translation on social media platforms. These findings helped determine how our campaign would address these problems.

NPR/PBS NewsHour/Marist Poll in January 2020 and the 2018 Edelman Trust Barometer
- 62% of Americans say it is hard to identify false information — intentionally misleading and inaccurate stories portrayed as truth — on social media.
- 63% of people worldwide agree that the average person can't tell good journalism from rumors or falsehoods.

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8853081/
- For example, in the case of Facebook or Twitter, user feed is based on their existing belief or preferences. User feeds provide users with similar content that matches their existing beliefs, thus contributing to the echo chamber effect.

https://www.brookings.edu/blog/fixgov/2022/11/04/why-spanish-language-mis-and-disinformation-is-a-huge-issue-in-2022/
- Targeting Latinos in Spanish is particularly problematic given that most social media platforms do not perform the same amount of fact-checking in languages other than English,
- Analysis of online misinformation also found that Facebook (now Meta) failed to flag 70% of Spanish-language misinformation surrounding COVID-19 compared to just 29% of such information in English.

https://phillys7thward.org/2022/12/teaching-media-literacy-includes-teaching-about-racism/
- During the 2016 presidential election season, Facebook was used as a tool by Russian operatives to sow discord amongst the American electorate. Russian operatives purchased more than 3,000 ads on Facebook promoting African American rights groups, including Black Lives Matter to offer fake news as a means of discouraging assumed political behaviors of Black voters.

https://www.nytimes.com/2021/03/10/technology/vaccine-misinformation.html
- Black and Hispanic communities, which were hit harder by the pandemic and whose vaccination rates are lagging that for white people, are confronting vaccine conspiracy theories, rumors and misleading news reports on social media outlets like Facebook, Instagram, YouTube and Twitter and in private online messaging, health authorities and misinformation researchers said

https://misinforeview.hks.harvard.edu/article/critical-disinformation-studies-history-power-and-politics/
- A great deal of research suggests that disinformation narratives build on and reify pre-existing ideologies, frequently involving race and inequality (Freelon et al., 2020; Nkonde et al., 2021; Ong, 2021). Identity-based hierarchies, particularly race, play a key role in the creation, spread, and uptake of disinformation narratives

https://newslit.org/updates/nlp-model-can-be-successfully-sustained-and-replicated-data-show/
- NLP has been able to improve news literacy in classrooms based on their classroom models

https://newslit.org/
- A separate study by the News Literacy Project, conducted in 2020, found that only 27% of American adults were able to correctly identify whether a news story they read online was written by a mainstream news organization or by a political advocacy group posing as a news site.

A3: Target Audience

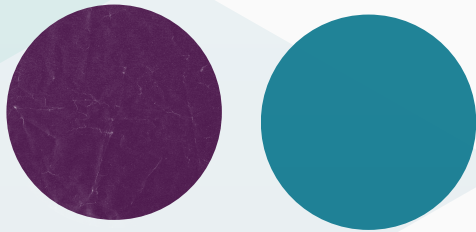**Blacks and Hispanics in Long Beach**
According to statistics and data provided by the News Literacy Project, these demographics have been targeted the most when it comes to elections and health care misinformation. In Long Beach, Black or African American people make up 12.1% of the city (around 52,141 people) while Hispanics or Latinos make up 43.2% (around 207,396) according to the 2020 census data and (source). The Hispanic demographic has ties to CSULB in particular, with it ranking 6th for the number of Hispanic students earning undergraduate degrees and 4th in bachelor's degrees awarded to minority students in all disciplines (source). Historically, these groups have often been victims of false narratives that are harmful to their communities, which further tensions and distrust for everyone involved. By highlighting the impact misinformation and false, stereotypical narratives have on these communities and connecting with them, we could better protect the truth that everyone deserves and could empower marginalized communities with proper information (A2).

Spanish Speakers in Long Beach
Our research exemplified a need for Spanish news literacy tools and resources. A disparity was revealed, with misinformation going unflagged for Spanish speakers and reaching as high as 70% on Facebook. This is concerning as Spanish is the largest non-English speaking group in Long Beach. The Spanish-speaking community deserves to be protected from misinformation, too.We saw a gap in accessibility, and wanted to do everything we could to make news literacy more inclusive to this group.

A4: Branding

OUR TEXTURES AND BACKGROUNDS

Another consistent feature was the use of a paper texture and other tears and rips, as when imagining traditional news outlets one might envision a newspaper or a story being written on a sheet. Know Your News LB's story was passionately written throughout our campaign, and we wanted it to remind people of a digital book documenting our journey. The power of storytelling runs deep!

OUR LOGOS

Graphic logo: Radiates warmth from the inside-out! We carried out our work with care, and wanted a logo that we could use for our more graphic/space-limited materials. This one is symbolic of the love and connection we were trying to create with our campaign, with an emphasis on its mission of knowledge and the news.

Text logo: We still wanted a logo we could use for more text-heavy materials or emails. Our text logo still has that creative feeling which brings in our theme of enlightenment and connection by glowing which made it more interactive. This would grab the viewer's attention while our colors have a cooler tone that blends to add a distinct pop, warmth, and hue to our work. NLP's logo displayed our connection to the client.

Colors:

#8D2233

#FBB97F

#18B495

#38A3B8

#208397

#4D194D

Headings: Neue Machina UltraBold

Subheading: ADA Hybrid

Body text: Fira Code

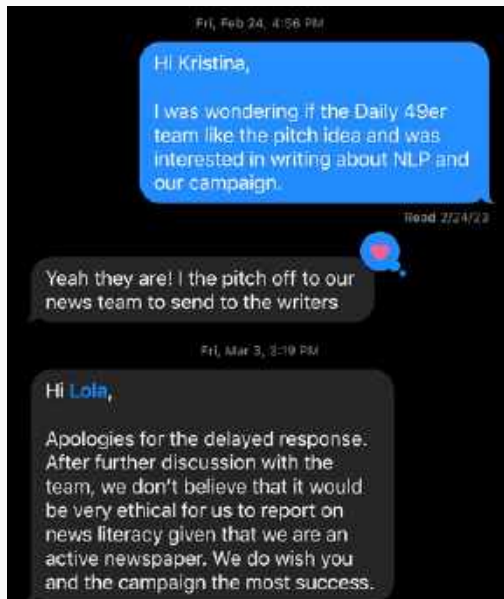*For the purposes of this packet, we have adjusted but tried to maintain our overall vibe!

Hashtags:

#educationempowerment, #ThrivingonFactsnotFalsehoods
#fight4facts #newsliteracy #newsliteracyproject #stayinformed

A(5): Challenges

A message from the managing editor of CSULB's newspaper, The Daily 49er stating that its a conflict of interest.
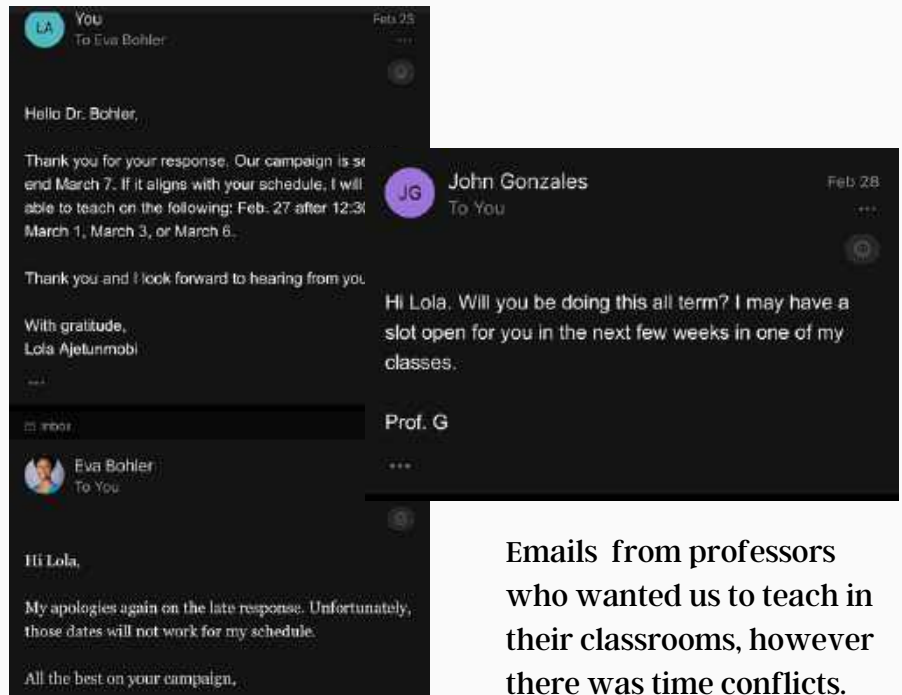
Emails from professors who wanted us to teach in their classrooms, however there was time conflicts.

A(6): Opportunities

An email from the Mayor's office expressing their interest in our campaign.

An email from Forthe, an online publication and nonprofit in Long Beach, expressing interest in collaborating.

Appendix

A(7): Media kit

Click here for our media kit materials.

Know Your News LB — Fact Sheet

@knowyournewslb
www.knowyournewslb.com

The News Literacy Project

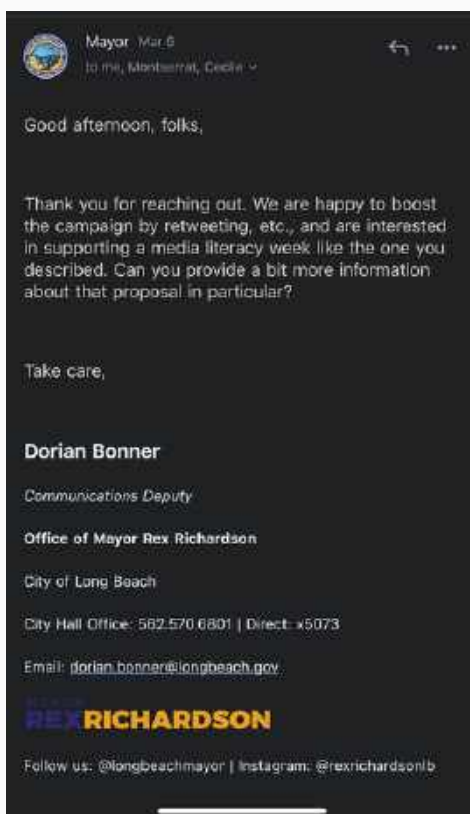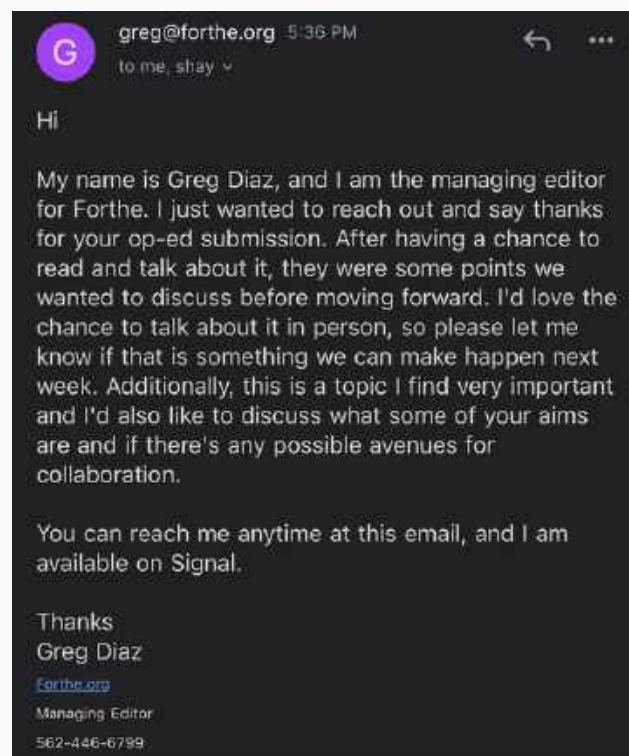Misinformation creates divides in our communities, especially for Hispanic and Black communities who have been disproportionately affected by misinformation in the past. The News Literacy Project is an online toolbox that anyone can use to fight back against the spread of misinformation. Building off of their news literacy tools and resources, our goal is to create a well-informed community in Long Beach and to begin a news literacy movement where everyone can thrive on facts and not be fractured by falsehoods.

We are Know Your News LB!

Fast facts:

California State University, Long Beach...
Has ranked consistently among the top public universities in the West and was ranked 4th in the nation based on factors like the ethnic diversity of students and faculty.

Black & Hispanic Communities...
Make up 55.3% of the Long Beach population.

Misinformation's disproportionate impact...
Research shows that 70% of Spanish-language misinformation surrounding COVID-19 has remained online compared to 29% of such information in English.

Long Beach is...
Home to 468,086 people and is the 7th largest city in California. Spanish is its most spoken non-English language.

Misinformation
False or inaccurate information, especially that which is deliberately or unintentionally spread to deceive.

Disinformation
False information which is intended to mislead, especially propaganda issues by a government organization to a rival power of the media.

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

Media literacy
the ability to critically analyze information presented in the mass media and to determine their accuracy or credibility.

[Know Your News LB]

A(8-12): Media mentions

A8

An op-ed about the importance of news literacy we wrote and got published by a Long Beach publication and nonprofit, Forthe.

Beware the Bots: Misinformation is Hurting Young Black and Hispanic Communities

The creation of distorted or fake news materials and images is not something new or out of the ordinary. Since the early 1800s, the spread of false narratives...

A9

Discussed the effect misinformation has on the Black and Hispanic communities. and the importance of news literacy on the Dig En Espanol podcast, Black History Month episode. Endorsed NLP as ways for the communities to become properly educated.

A10

22 West Media is a student-led radio station and media outlet that ran a commercial covering Know Your News LB. This commercial that ran around the clock from February 28th though Mrach 2nd. This commercial reached 2100 listerns in Long Beach.

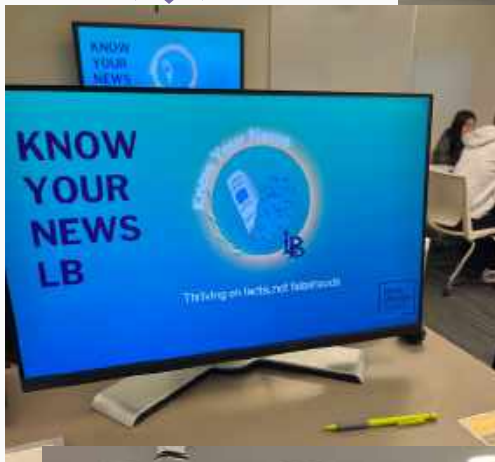**Click on the images above to get access to the media medtions!**

angelica_urquijo
Cal State University Long Beach

Hot off the press
Introducing upcoming speaker: Angelica Urquijo

Former journalist and reporter
Current CEO & Founder
The ImageN Group, Inc

Why should people feel moved about News Literacy?

35 likes

angelica_urquijo Inspired by our future leaders and upcoming BIPOC journalists and pr professionals. @knowyournewslb... more

prssalb

MEET THE 2023 BATEMAN TEAM

Liked by fuckmyiso and 59 others

prssalb Know Your News LB is this year's 2023 Bateman Team, and this time they're advocating for news literacy and fighting against misinformation! As their campaign winds down, they need your help to finish strong. Their mission is to create a well-informed community in Long Beach, one where everyone can thrive on facts and not be fractured by falsehoods. Partnering with the News Literacy Project under PRSSA LB's Bateman team, they're hoping to be a catalyst for change!

Join the movement by taking the pledge on their website, following their Instagram, and joining them for future events. Learn more through https://knowyournewslb.com and the

mofochronicles
knowyournewslb

Hot off the press!
Introducing upcoming speaker: Shameika Rhymes
Entertainment and Lifestyle Journalist

How do you interpret News Literacy?

21 likes

mofochronicles I'm excited to participate! #REPOST @knowyournewslb with @get__repost__app Meet the journalists who will be speaking at our virtual journalists panel tonight! This panel will focus on fact-based journalism and the process of news reporting. We're hoping to start a conversation between journalists and the public on news literacy in this digital age. But here's a sneak peek of our discussion!

Join us for more this Friday, February 17th at 7 p.m. PST! RSVP through DM and we will share the zoom link for this event! Thank you so much to these wonderful journalists!

Liked by _felizah_ and 61 others

atira_amber I'm loving what the young folks (am I really that old now to be calling college students "the young folks"?) at @knowyournewslb are doing to promote news literacy in our most disenfranchised communities in Long Beach! It was a great discussion and I'm glad to have been a part of it. News disinformation is a serious threat to democracy and these guys get how important quality local journalism is in cultivating informed and engaged communities that hold those in power to account. Thank you

forthelbc
Long Beach, California

forthe_org

Beware the Bots: Misinformation is Hurting Young Black and Hispanic Communities
By Lola Ajetunmobi, contributor

34 likes

forthelbc The massive wave of information on the internet coming in from different sources all over the world (along with the profitability of clickbait & sophistication of AI) has made it more difficult than ever to identify what is true or false. Taking the time to verify sources & fact check info before clicking the share button should be considered a civic duty. Contributor Lola Ajetunmobi says now is the time to fight back against fake news. Read her full Op-Ed on media literacy by clicking the link in the bio or by going to FORTHE.org.

12:35

Tweet

Jane Close Conoley
@PresConoley

.@PRSSALB's Bateman team has taken on the News Literacy Project as its client. Their mission is to raise news literacy awareness among youth and the Black and Hispanic communities in Long Beach. I encourage you to sign their Pledge of News Literacy.

Know Your News LB - Pledge of News Literacy
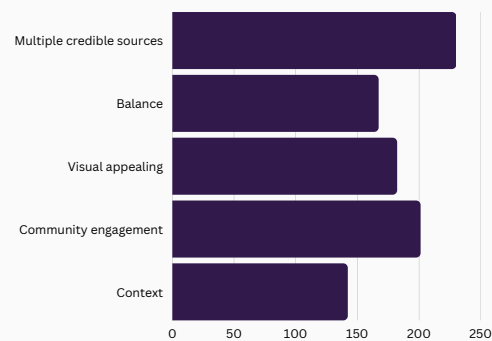docs.google.com

4:46 PM · 3/2/23 · 245 Views
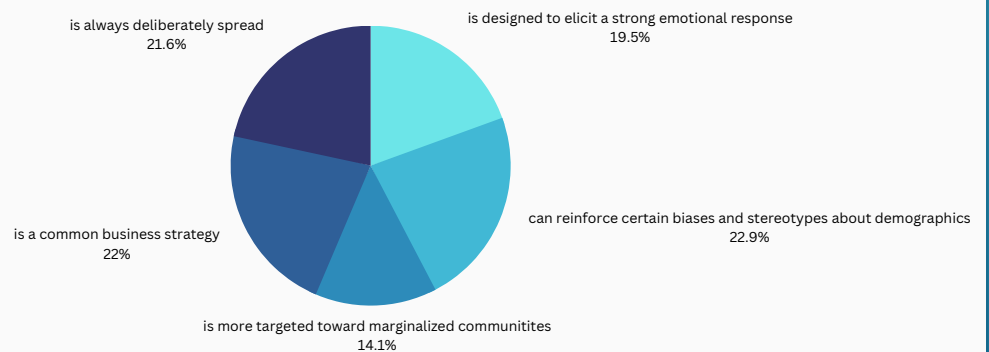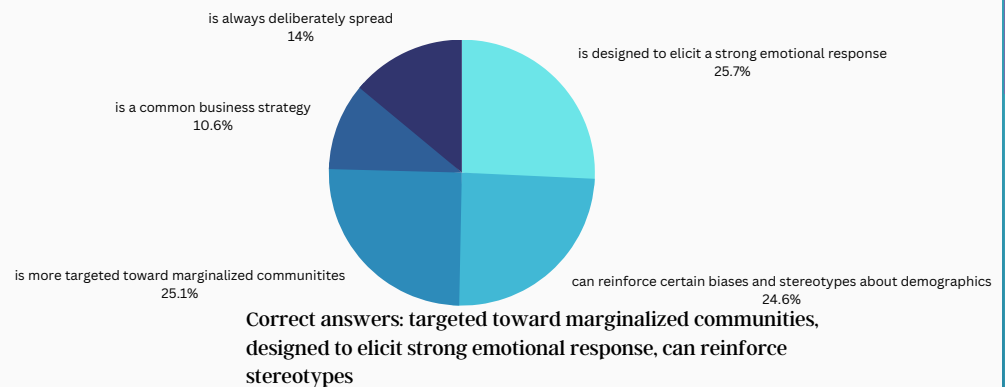
A(13-14): Classroom visits

First Quiz

A13

Which of these are part of the 7 standards of quality journalism? (Select all that apply)

misinformation is .... (Select all that apply)

is always deliberately spread
21.6%

is designed to elicit a strong emotional response
19.5%

is a common business strategy
22%

can reinforce certain biases and stereotypes about demographics
22.9%

is more targeted toward marginalized communitites
14.1%

What is news literacy? (some answers from our short answer portion)

"I have honestly have no idea, im guessing its the formal way of writing news."

"I have no idea."

"My guess on news literacy is that it is the way that news is spread and the composition components of it."

"Being aware of real actual news and being able to identify false information."

Post-Quiz/Survey

A14

Which of these are part of the 7 standards of quality journalism? (Select all that apply)

Correct answers: #1, #2, #5

misinformation is .... (Select all that apply)

- is always deliberately spread 14%
- is designed to elicit a strong emotional response 25.7%
- is a common business strategy 10.6%
- is more targeted toward marginalized communitites 25.1%
- can reinforce certain biases and stereotypes about demographics 24.6%

Correct answers: targeted toward marginalized communities, designed to elicit strong emotional response, can reinforce stereotypes

What is news literacy? (some answers from our short answer portion)

"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."

"News literacy is is the ability to determine the credibility of news and other information and to analyze if it meets the journalistic standards."

"News literacy is being able to determine the legitimacy of the news you come across and understand that there may be biases or construed information presented. It's being able to understand the information presented to you and recognize the tools the journalist is using to tell the story with trust and honesty."

What is the News Literacy Project? (some answers from our short answer portion)

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

"It is a project to help students become more aware of the news and information we receive on social media to prevent any misinformation."

"The News Literacy Project is helping people understand the credible news and making sure they know how to look for misinformation or disinformation."

Appendix: Virtual Journalists Panel

We teamed up with a diverse set of local and regional professional journalists to assist us in our mission. By connecting the people of Long Beach with journalists, we helped bridge the gap of mistrust in news media, and gave them the opportunity to ask questions while building long-term connections.
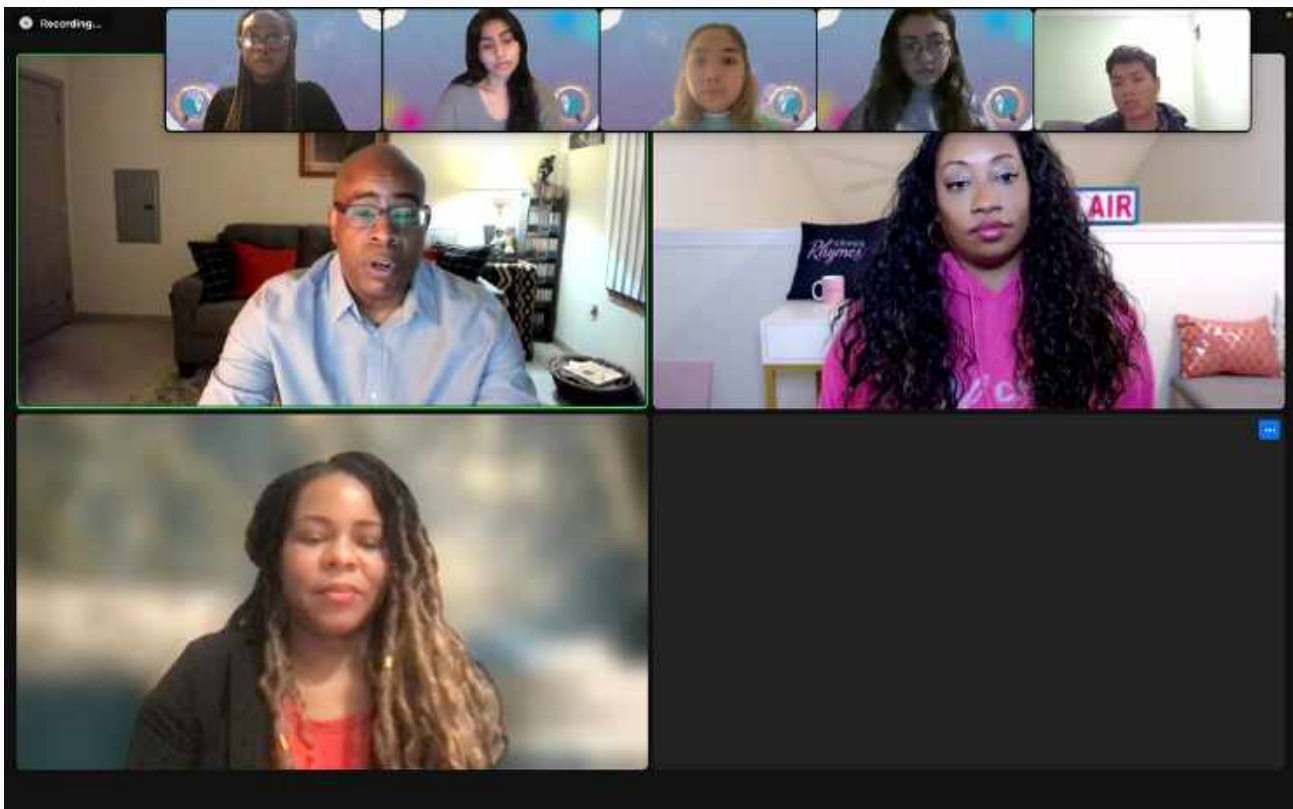
Appendix: Shades of Afrika Event!

Our Black History Month panel brought together experienced members of the journalistic community in a space that celebrates Black excellence, culture, and storytelling. Journalists empowered guests and passersby by engaging them in passionate conversations covering the effects of misinformation and disinformation on different communities, such as the elderly and Black communities. Amidst the confusion that misinformation causes, journalists fought back by arming us with tips for how each of us can be empowered, informed advocates of true and just information.

Click here to learn more about and from our speakers!

JON LESAGE

ATIRA RODRIGUEZ

JACKIE RAE

*their names are clickable links to their LinkedIn's

Local journalism brings the stories in our local communities to life and knowing how to verify your sources and stay away from harmful statistics can prevent conflict and instead, inspire connection. We can all stand to benefit from fighting misinformation! The event was also shared with future audiences and anyone who wanted to join virtually as it was live-streamed and later edited into a series of informative recap posts across our social media feeds.

Click here for our posts from Shades of Afrika!

More information can be found in our magazine!

A16: Trivia Night

By hosting Trivia night at CSULB in the campus' Pub and Grill, The Nugget, we aimed to connect with students who may be interested in testing out their news literacy skills. This Thursday night it was busy in the venue allowing students passing to join our group for a game of news literacy trivia. This trivia game was made up entirely of questions from Informable, NLP's app. Our team provided free pizza and refreshments inviting students to eat and play!

We found that students felt challenged by the questions. This opened up a conversation about how news literacy is important for people of all ages and backgrounds in this age of mass media. This was an excellent opportunity to share our news literacy message and promote NLP's app, Informable. Trivia night was a success! By the end of the night we had the entire dining hall's attention and all of our food was eaten up. Everyone who joined was engaged, even the passerby who just hopped on!

Learn more about Informable

Click here for our trivia night recap video!

A17

Our website analyitics

Watch more here.
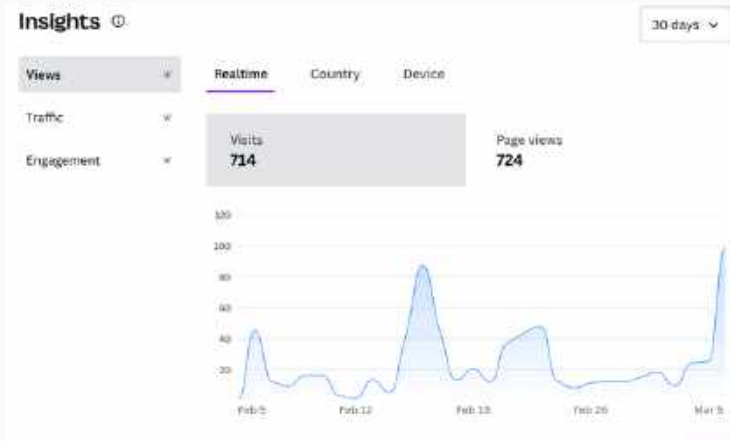
Check out our website here.

Our analytics from our 30-day campaign has shown us massive support, especially in the areas we were aiming for. We saw a +2,071% increase in our followers from the beginning of our campaign to the end. We reached a total of 2,135 accounts.

In total, we made 47 posts, 131 stories, and 11 reels. We reached our top age ranges and were the most discovered in Long Beach.
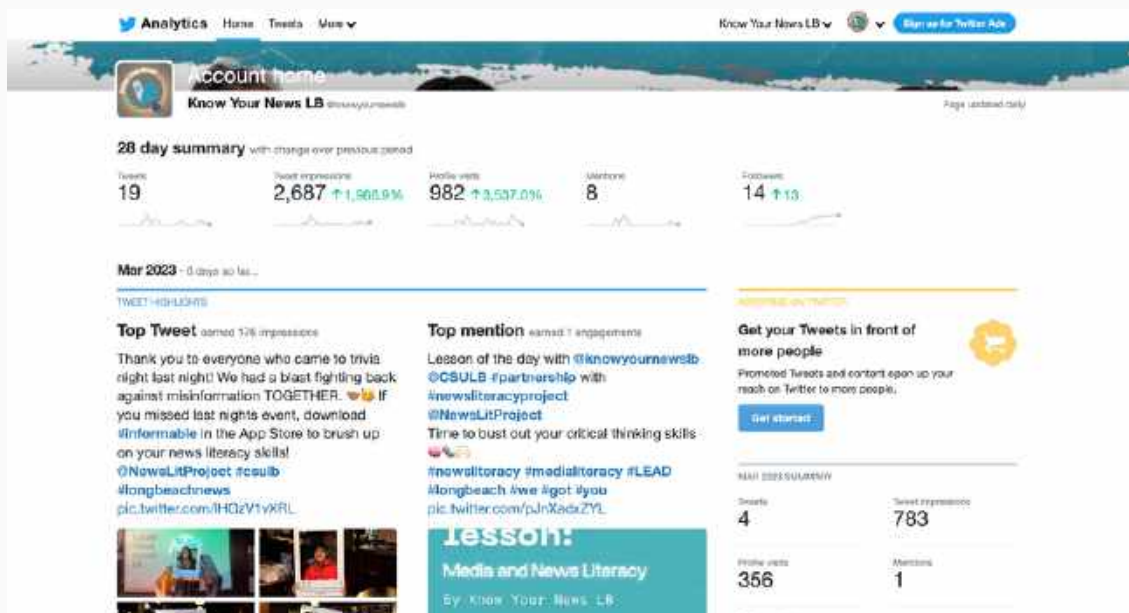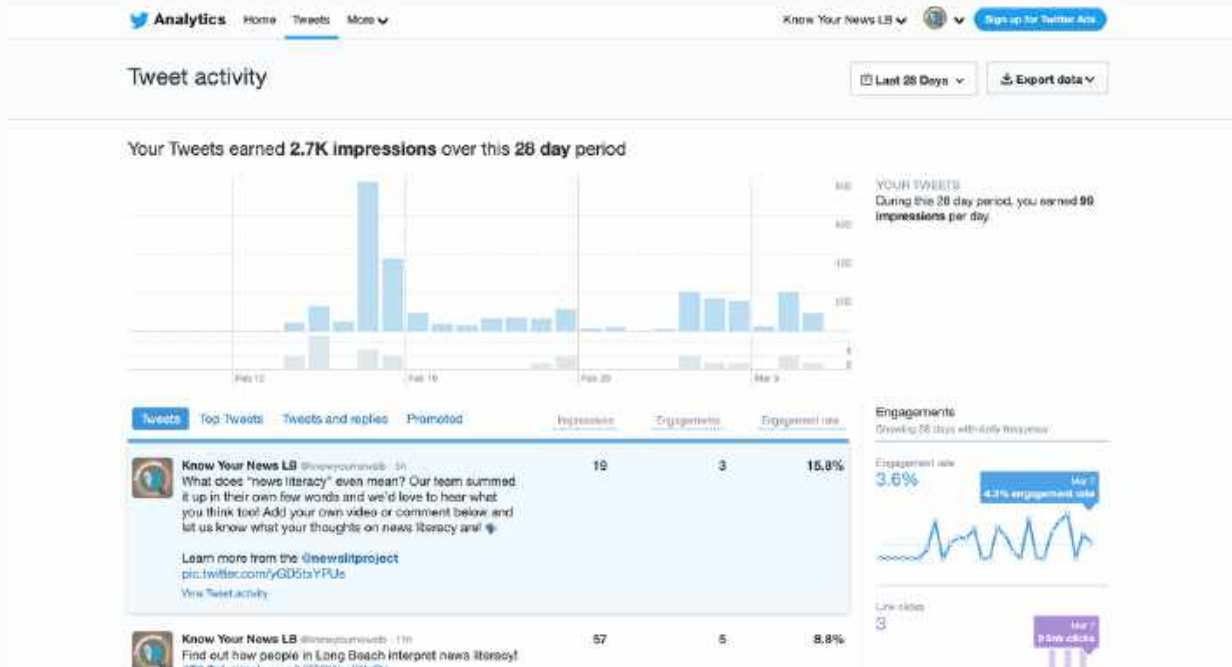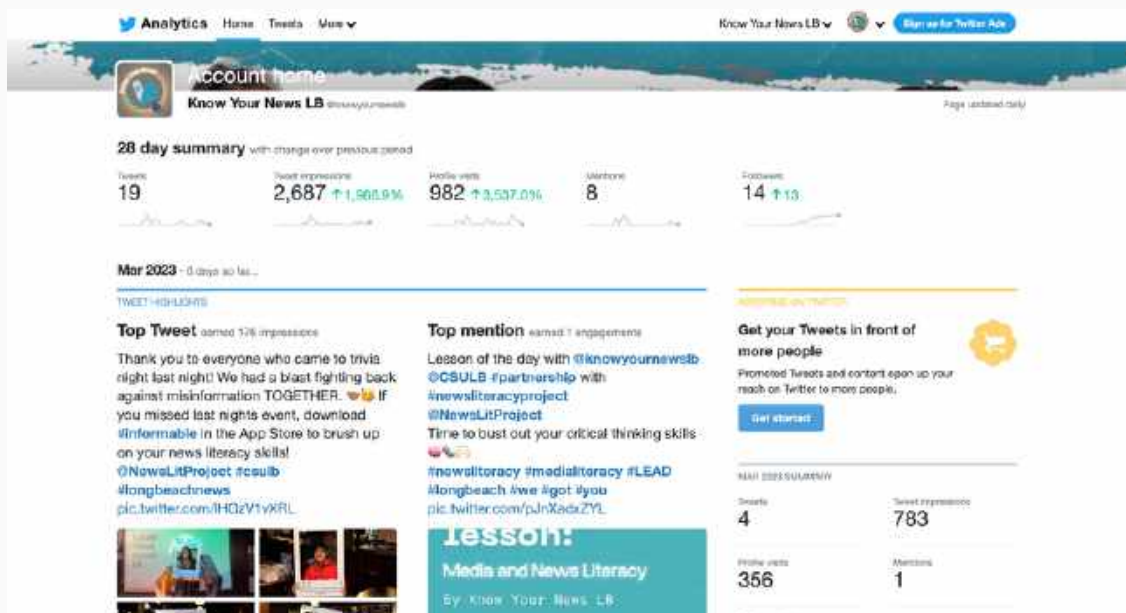
Overview

You gained 145 more followers compared to Jan 6 - Feb 4.

Accounts reached	2,135 >
Accounts engaged	248 >
Total followers	152 > +2,071%

Age Range
of your followers

| All | Men | Women |

Age	Percent
13–17	0%
18–24	41.1%
25–34	28.3%
35–44	17%
45–54	9.9%
55–64	2.1%
65+	1.4%

knowyournewslb

47 Posts 152 Followers 348 Following

Know Your News LB: Thriving on Facts, Not Falsehoods
🎙️ Goal: educate, engage and connect our diverse communities with the @newslitproject! 🤎
@knowyournewslb parati from us, para ti
Sign our pledge! 📝
Long Beach, California
🔗 knowyournewslb.com

Professional dashboard
2.1K accounts reached in the last 30 days.

| Edit profile | Share profile | Email |

Community... Stay Inform... NLP 📚 The Team Events!

Top Locations
of your followers

| Cities | Countries |

City	Percent
Long Beach	46%
Los Angeles	4.9%
Woodland	4.2%
Bellflower	2.1%
Hawthorne	2.1%

Stories	131 >
Reels	11 >

A20: Twitter and its analytics cont..

A21: Twitter and its analytics cont..
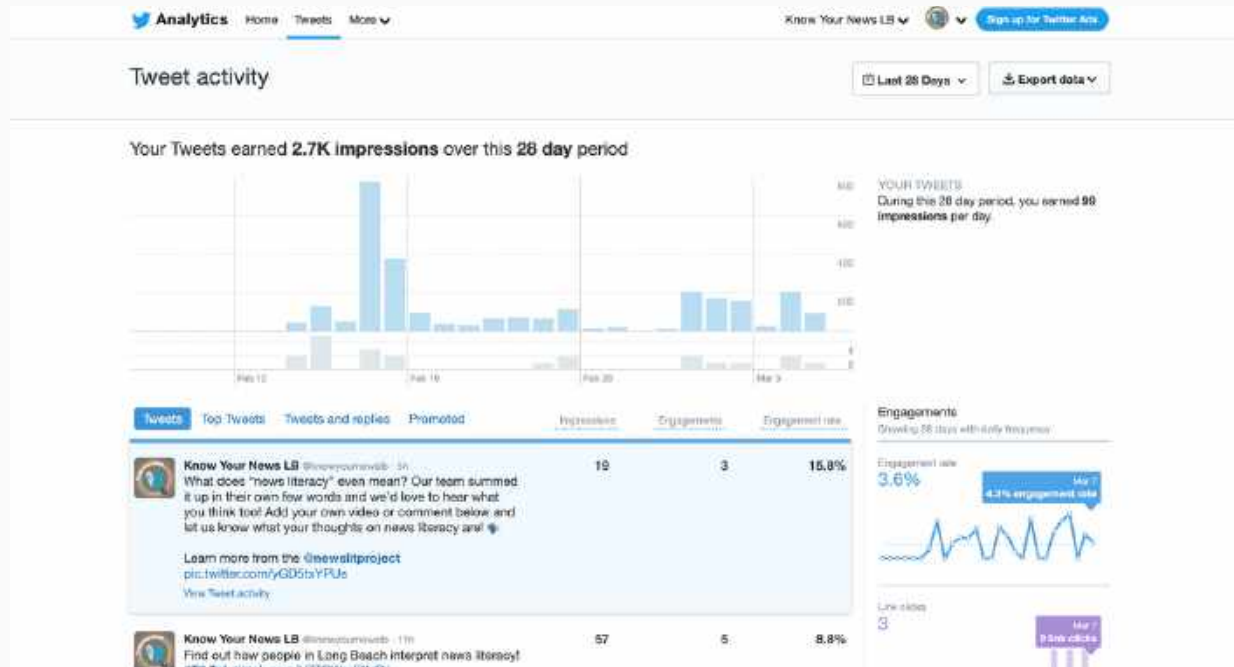
A22: Facebook and its analytics

Pledge

For Know Your News LB, pledges aren't only a promise to oneself but a promise to one's community, a symbol of one's commitment to better shaping the future of the news and storytelling seen locally in Long Beach and beyond. The pledge outlined tangible steps for how you can personally further news literacy and make a lasting impact. A Spanish translation of the pledge was also provided so members of the Spanish-speaking community could be involved and their commitment could be fully appreciated. The pledge and our work were driven toward humanizing these resources and making news literacy more achievable. By advocating for lasting support and change, we could really begin to build a movement!

[Know Your News LB]

Know Your News LB - Pledge of News Literacy

I pledge to fight against misinformation by **critically analyzing** news stories and the information I come across in the media. By **reviewing** the comments, background on the publication and **matching** credible sources to the information I am being presented, I am **strengthening** my News Literacy skills and **combatting** the spread of misinformation. I will **utilize** the tools and resources provided by the News Literacy Project and Know Your News LB when I am **viewing** information in order to make a more **informed decision** when **sharing!**

knowyournewslb@gmail.com (not shared) Switch account

* Required

Name

Your answer

Email *

Your answer

Alfabetización de Noticias Promesa - Know Your News LB

Hago un compromiso de luchar contra la desinformación, **analizando críticamente** las historias de noticias y la información que encuentro en los medios. Al **revisar** los comentarios, el antecedente de la publicación y **comparar** fuentes confiables con la información que se me presenta, estoy **fortaleciendo** mis **habilidades** de Alfabetización en Noticias y **combatiendo** la propagación de la desinformación. **Utilizaré** las herramientas y recursos proporcionados por el Proyecto de Alfabetización en Noticias y Know Your News LB al **ver** información para **tomar una decisión** más informada al **compartir.**

knowyournewslb@gmail.com (not shared) Switch account

* Required

Nombre

Your answer

Correo electrónico *

Your answer

A23

SIGN THE
NEWS
LITERACY
PLEDGE

I Pledged.
With Know Your News LB

FIRMA EL
COMPROMISO DE
LITERATURA DE
NOTICIAS

To help promote our pledge, we created multiple graphics to drive attention to a commitment of news literacy.

We also made everything available on our Linktr.ee, where the pledge rested at the top. You can access it here.

@knowyournewslb

Join the Movement!

Take Our Pledge of News Literacy!

Alfabetización de Noticias Promesa!

Resources

Website

News Literacy Project (NLP)

News Literacy Project Tools

Dig en Español Episode 12: Discussion on social and cultural relations between the Black and Hispanic/Latinx community

A23: Pledging Around Long Beach!

We ventured out to the Pike where we interviewed Long Beach residents and really got to know more about their news literacy!

We asked community members questions like: "Do you know what news literacy is?" and "Where do you get your news?" while making it fun and engaging, even snapping photos and collecting new pledges with out cutout!

Watch our interviews here!

See more pledge photos here!
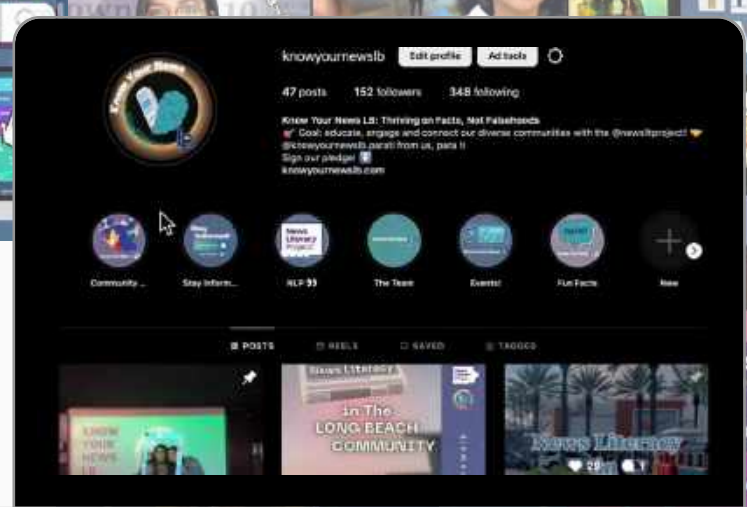
Our Instagram feed!

Click here for more!

A24:
Social
Media

Click here to access all of our [social media content!](#)

Appendix: Instagram

Each caption was meticulously crafted to engage and educate our audience. We used consistent browsing, media assets, sounds and hashtags to make our campaign more memorable and easier to follow.

Click here to access all of our social media content!

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 in order to know what to trust, share and act on.

(Source: https://newslit.org)

How to: Know Your News, LB

Ask yourself...

C — CONTEXT — Is the **context** accurate?

A — AUTHENTICITY — Is it **authentic**?

R — REASONING — Is it based on solid **reasoning**?

E — EVIDENCE — Is there **evidence** that proves the claim?

S — SOURCE — Has it been posted or confirmed by a credible **source**?

(Source: https://newsguard.org)

[Know Your News]

Media Literacy

[Know Your News]

Media literacy is

the ability to critically analyze information presented in the mass media and to determine their accuracy or credibility.

Educating the community and helping them feel more secure in their news literacy was vital to our campaign!

Anyone can learn and be informed, it's just about getting there! Our campaign made it easier to connect with the information in a fun, engaging way.

A24: Social Media

Click here to access all of our social media content!

To see more of our highlight covers and story formats, please click here!

A24 Social Media

Click here to access all of our social media content!
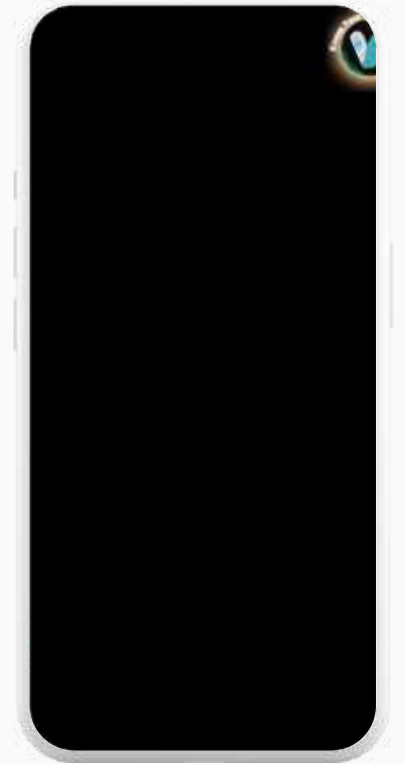
Click here for our totally improvised 1000% natural Informable video!

Are you getting chased down by misinformation?

Stay ahead of it by visiting RumorGuard.org where you can find debunked viral posts based on the 5 factors of credibility!

1. Authenticity
2. Source
3. Evidence
4. Context
5. Reasoning

Source: https://www.rumorguard.org/
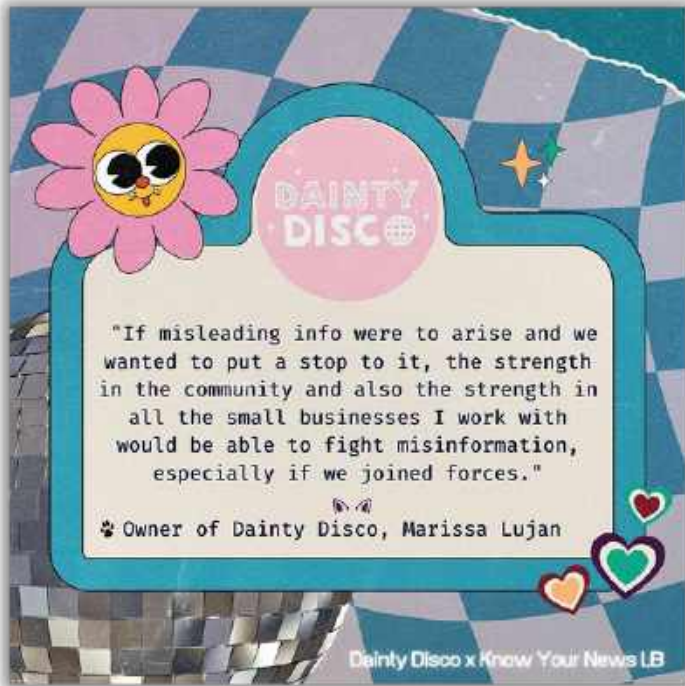
A26: Spanish Twitter and analytics cont..

Click here to access all of our social media content!

"If misleading info were to arise and we wanted to put a stop to it, the strength in the community and also the strength in all the small businesses I work with would be able to fight misinformation, especially if we joined forces."

🐾 Owner of Dainty Disco, Marissa Lujan

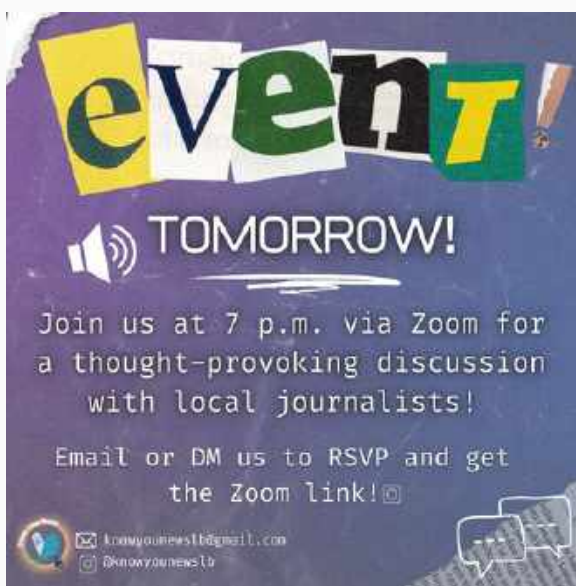Dainty Disco x Know Your News LB
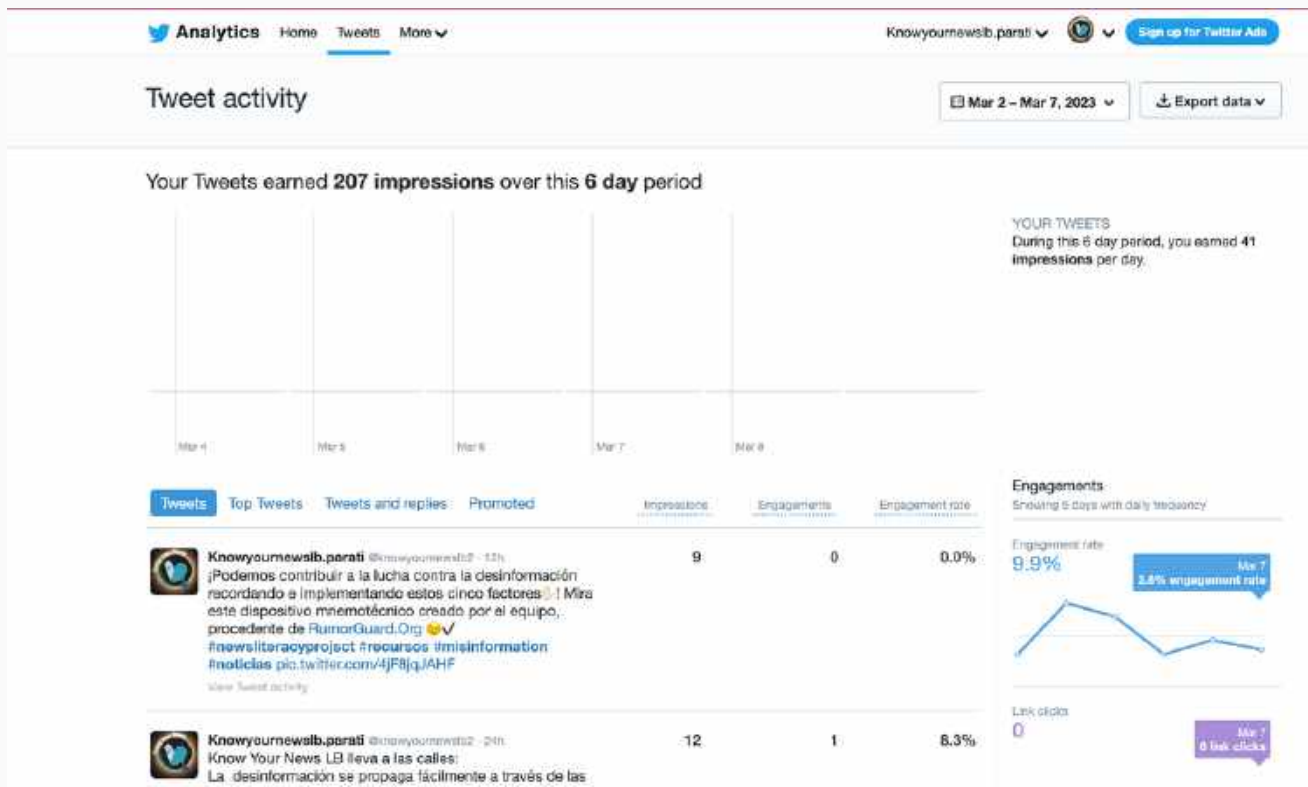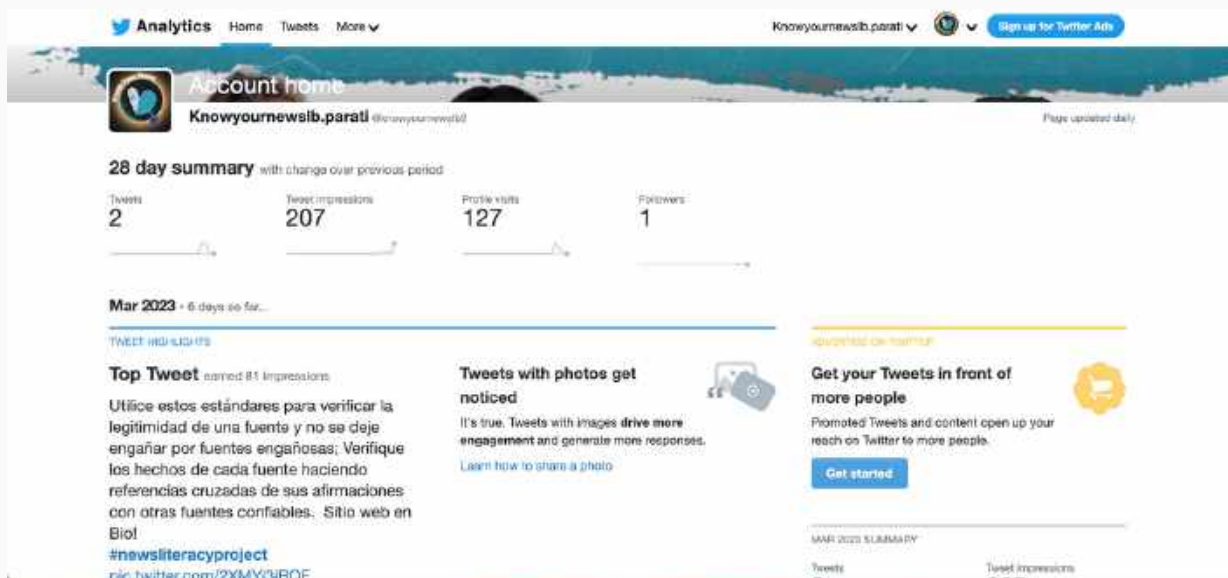
Dainty Disco is a local Latina-owned business in Long Beach that is active in the creative community. They welcome artists from all over SoCal and hold events to bring the creative community together. It's a space for artists to personally sell their wares, and you can see Dainty Disco tabling at different events around town too. They are a small business with a focus on eclectic, retro, and fun designs that span a variety of different mediums. They even feature product lines and art styles that are linked to local Latinx culture.

Buzz Words

DISINFORMATION

false information which is intended to mislead, especially propaganda issues by a government organization to a rival power of the media.

HUNNIBUZZ X KNOWYOURNEWSLB
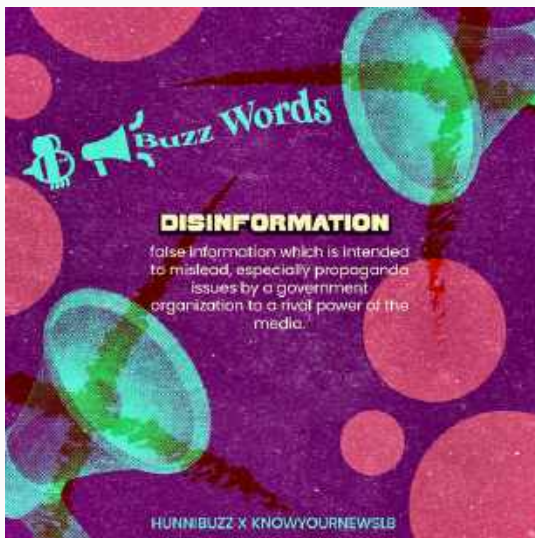
Hunnibuzz is a local Black-owned business and digital agency that is deeply rooted in Long Beach. Created by Cal State Long Beach alums, Co-founders Giulia and Kiara work actively with students and other business owners in the community to uplift brand voices and help students gain experience. They often hire student interns from Cal State Long Beach and have helped with organizational photoshoots and club activities on campus. They strive to inspire and make a more inclusive space for women in tech.

Buzz Words

MISINFORMATION

False or inaccurate information especially that which is deliberately or unintentionally spread to deceive.

HUNNIBUZZ X KNOWYOURNEWSLB

A27 Social Media Collaborations
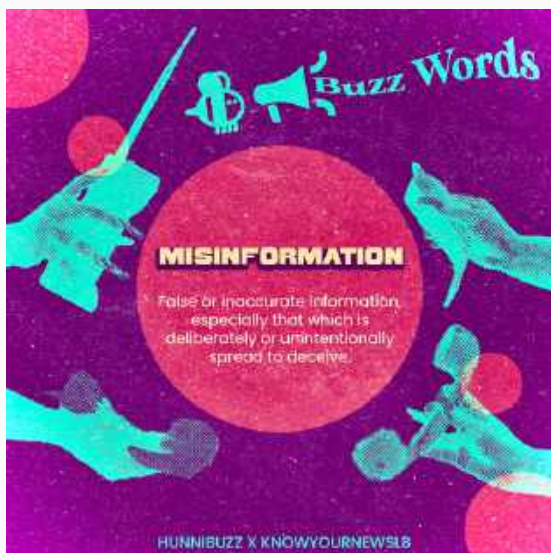
Click here to access all of our media content!

Most event content was made into two or three different formats: one made for our story/reels, one for fliers, and one for our social media feed.

A28
Event &
Research
Promotions

Here are examples of the different formats! Graphics were used in promotional posts and blasts that were sent via email. Discord, Slack, personal contacts, and other communication platforms.


A28: Event & Research Promotions

Appendix: Spanish Campaign

Hspanics make up Long Beach's population by 43.9%. On a bigger scale <u>according to the United States Census Bureau,</u> the Hispanic population as of July 1, 2021, people of Hispanic origin make up 18.9% of the total population. Spanish speakers are at high risk of falling victim to misinformation as 70% of Spanish content is found to remain online, opposed to English content. (A) Offering the resources and fostering a community for the Spanish speaking community was important to us, which is why we knew it was right to create a bilingual campaign, Know Your News LB, para ti. Know Your News LB, para ti translates to Know Your News LB, for you. Our mission statement was "Know Your News LB para tu... familia, comunidad, y a ti mismo", in English; Know Your News LB is for your... family, community, and yourself as well. We did this by maintaining a Spanish Instagram and Twitter to reach this audience without barriers, and hosted a Spanish news literacy workshop with a Latina journalist.

We encouraged a unified effort amongst our key demographics and throughout our campaign because we depend on a future that is based upon a strong democracy and a civically engaged community that understands the significance of unbiased reporting. And this mission all starts within yourself. Being news literate, you have the opportunity to inform people in your community about current events, and we wanted to create an environment where people can come and spread NLP.

Click here to view our website in Spanish
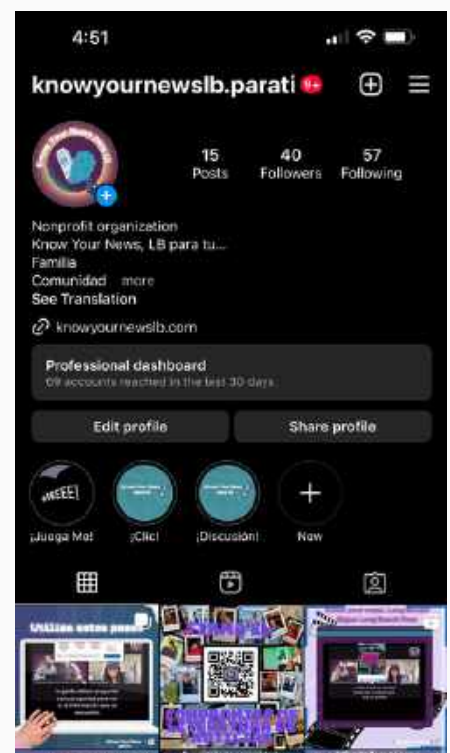
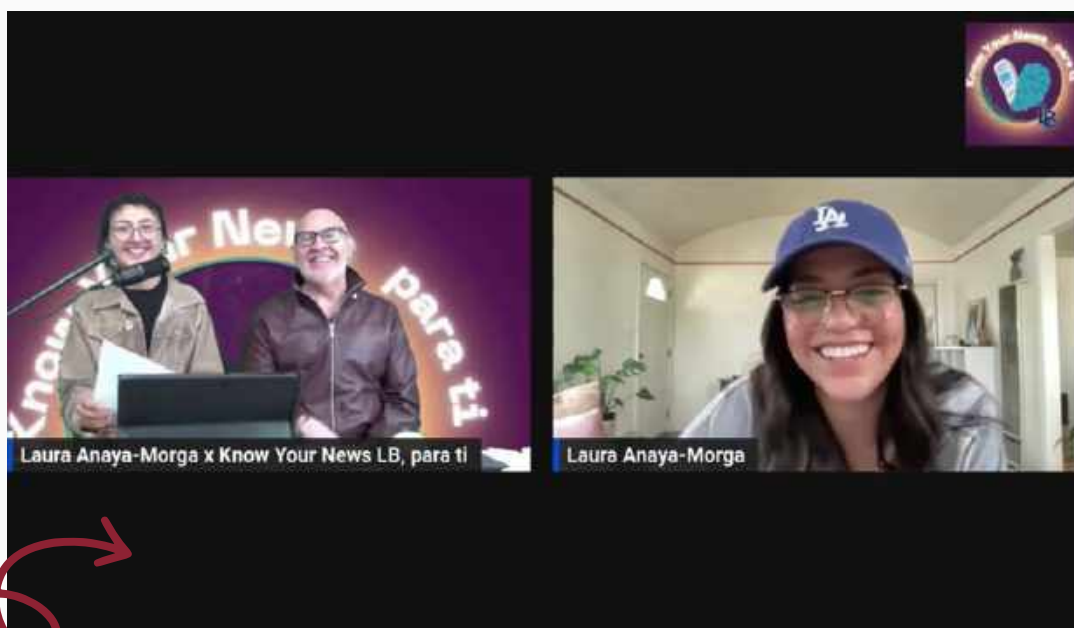**Appendix: Spanish Workshop**

We found it important to do **more than just translating content** from English to Spanish. In addition to promoting news literacy skills and resources to the Spanish speaking community in Long Beach, our team secured a bilingual general assignment reporter from the Long Beach Post and conducted a Bilingual webinar.

Prior to the hour long webinar, the team critically planned important discussion points to cover based on our research and conversations with past journalists and concerned community members. We also made it intentional to have this webinar both in Spanish and English for people on both sides to learn about our campaign. In the webinar we discussed about the following:

- **Factors that contribute to the spread of misinformation**
- **#morelatinosinnews**
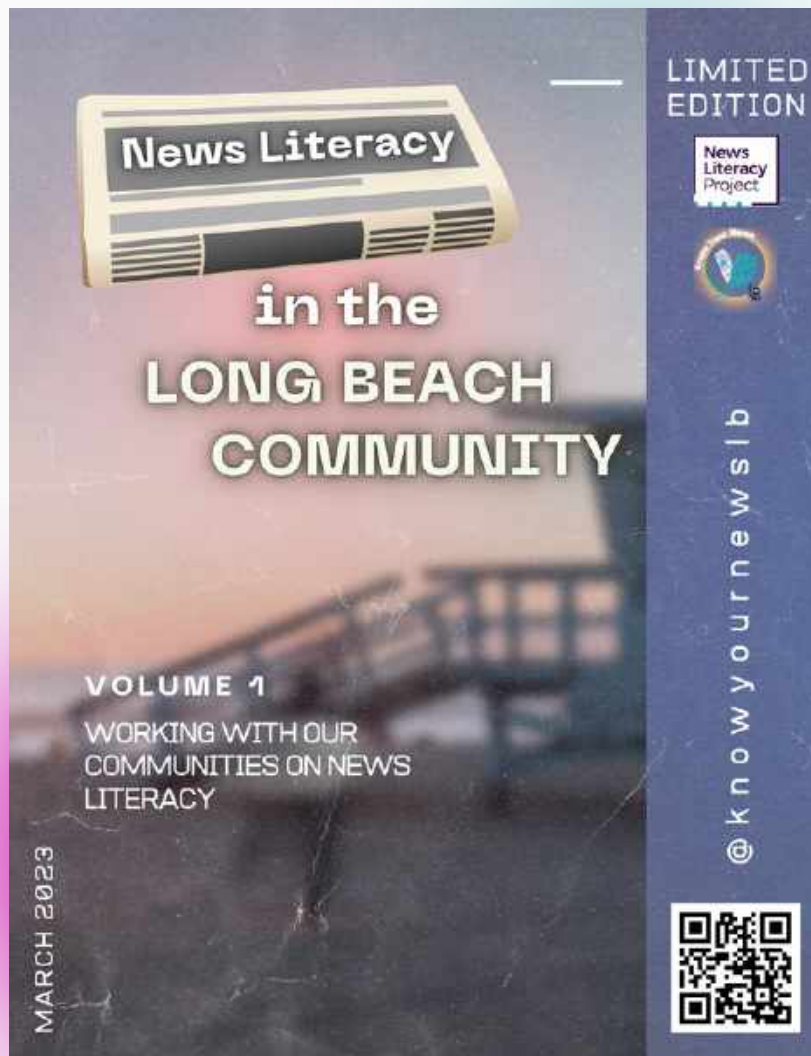- **Latino community in Long Beach**

We went over every factor and for each factor, Anaya, the General Assignment reporter provided tips or tied an anecdotal experience to where the factors have played a role.

The webinar held imperative discussion points and examples, so we uploaded video content to our Spanish instagram page @knowyournewslb.parati that was relevant to the campaign and client..We tied it with an interactive quiz on Instagram using the poll feature to increase engagement and people's behaviors.

Click here to view the Spanish News Literacy workshop

News Literacy

in the
LONG BEACH
COMMUNITY

VOLUME 1

WORKING WITH OUR
COMMUNITIES ON NEWS
LITERACY

MARCH 2023

LIMITED
EDITION

News
Literacy
Project

@knowyournewslb

Click on the cover to access the full
News Literacy magazine! Available on PRSSA LB website

As a gift to our community and a farewell gesture to those who supported our campaign Know Your News LB published a news literacy magazine. This magazine encompassed an article on misinformation targeting of the Black and Hispanic communities, our campaigns featured journalists, and NLP tools. It was published on CSULB's PRSSA website, on our Instagram, and website. The goal being to leave our community with useful tools and resources from NLP that they can use when our campaign ends to fight back against misinformation. In addition, this magazine features the prominent journalist who helped us inform the public on the importance of quality journalism and fact-checking. Ideally NLP would continue to publish magazine issues each month that inform the public on recent misinformation findings, share resources and include interactive news literacy challenges within the pages.