

NewsBrands Ireland Press Pass programme



Teaching news literacy to Irish
school students since 2012



About Press Pass

- Established in 2012 by NewsBrands Ireland
- Annual schools programme for Transition Year students
- Nationwide reach
- Completed by over 100,000 students to date

Press Pass aims



Teach

Teach news literacy by getting students to create their own journalism



Empower

Empower teenagers to express themselves and form opinions



Appreciate

Appreciate and recognize the traits of responsible journalism



Understand

Understand how news is created and how to critically consume news



Free teaching resources



**Newspapers and
digital editions**



Student workbook



**Teacher's Lesson
Plan**



**Webinars from
journalists and
editors**



istine's @FriaryCollege · Jan 8, 2019

nts researching for the National Press Pass Student Journal
is Literacy Programme. #TY #friarycollege



itation Wexford @PresWex · Dec 3, 2020

@TYpreswex students analysing a selection of print newspaper
their #Journalism module. #PresWex #PressPass





There is a difference between fact and opinion

News is fact - opinion is your point of view.

If teachers vote to go on strike, news is the account of what they did. Opinion is your view on their decision - good or bad.

The views expressed are your own. They may not be shared by everyone, but they are how you feel about the teachers going on strike, whether you think they are right or wrong, the effects the strike may have on you and other students.

But the key is to say something only if you have something to say. There is no point sitting on the fence. Be provocative, stir a few emotions, ruffle a few feathers. There is nothing better than a good rant, once you can back up your argument.

Never try to be controversial for the sake of it.



Interrogate information instead of simply consuming it

Before the Internet, accessing information was less complicated. When you wanted news, you bought a newspaper, magazine, or turned on your local radio or TV news. Now news comes to us digitally from an unending number of sources so how do we analyse the author's qualifications or the trustworthiness of the site?

Lateral Reading

An exciting new approach to checking content has come from Stanford University called "reading laterally," a technique that professional journalistic fact-checkers use. Lateral readers don't waste time on a story on a website or social media until they've first checked out the reputation of the source by looking at what other sites and resources say about the source at which they are looking. To verify the validity of a news source, the student has three checks:

- ✓ **Who's behind this information?**
- ✓ **What's the evidence?**
- ✓ **What do other sources say about the author or news site?**

Another useful way of deciphering information is to exercise "click restraint" by checking past the first page of Google search results rather than just picking what come up first. Just because these stories come up first does not mean they are the most trustworthy, in part because some companies pay for you to see their stuff first.

Lateral Reading

In addition, The Be Media Smart campaign has been developed by Media Literacy Ireland and is supported by a range of organisations across Ireland, including NewsBrands Ireland, to help people tell the difference between reliable and accurate information and or deliberately false or misleading information. Information is everywhere and sometimes it can be difficult to judge how accurate or reliable information is. Always try to STOP, THINK, CHECK that what you are seeing, reading or hearing is accurate and reliable.



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Press Pass Lesson Plans



Lesson 1	Introduction to the workbook and the competition
Lesson 2	Why journalism matters and media ethics
Lessons 3 & 4	Explaining the news and analysing a news story
Lessons 5 & 6	Examining different writing styles
Lesson 7	How to conduct an interview
Lesson 8	Digital Journalism and Social Media
Lesson 9	Brainstorming session to generate news story writing
Lesson 10	Identifying and analysing feature articles
Lesson 11	Brainstorming session to generate feature article writing
Lesson 12	Identifying and analysing comment/opinion articles
Lesson 13	Brainstorming session to generate comment article writing
Lessons 14	Identifying and analysing sports articles
Lessons 15	Brainstorming session to generate sports writing
Lessons 16	Exploring photojournalism
Lesson 17 & 18	Navigating the News





PRESS PASS STUDENT JOURNALISM WEBINAR

11AM. 18 MARCH 2021 FEATURING INSPIRATION AND ADVICE FROM:

**Prof. Michael Foley,
Chairman Press Pass
judging panel**



**Sheila O' Reilly,
Irish Examiner**



**Nadine O' Regan,
Business Post**



**Mark Tighe, The
Sunday Times**





What Works?

- Curriculum aligned resources for students and teachers
- Teacher's Lesson Plan
- Talks from journalists about groundbreaking stories

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Thank You

www.presspass.ie