



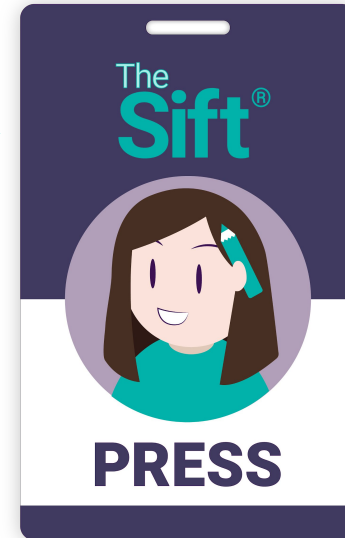
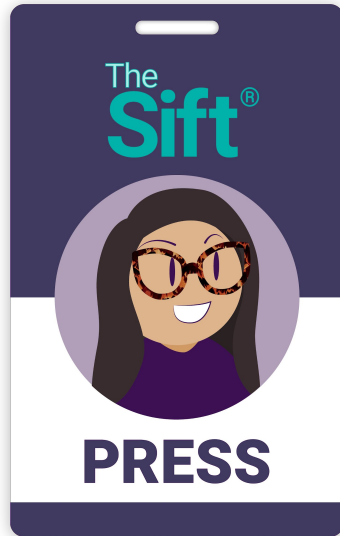
# The Sift<sup>®</sup> News Goggles

Identifying the news source

Feb. 1, 2021

# First things first

- Be sure to view these slides in presentation mode.
- Suzannah and Hannah, former reporters who work at NLP, are going to help you examine this topic through journalists' eyes.



As local and regional newsrooms shrink, more news organizations rely on reporting from bigger outlets with a broader reach, including wire services, such as The Associated Press (AP) and Reuters. These “wires” help newsrooms provide stories from the wider world to their local audiences. Wire stories also help get information quickly to readers, as they are often among the first news reports available during breaking news events.



With such an interconnected newsgathering ecosystem, you can't always assume that a story published by a news organization was also written by that news organization. Some stories require a closer look. Grab your news goggles, and let's examine some recent examples!



The Kansas City Star

ENTERTAINMENT

## NFL picks 3 honorary captains, Amanda Gorman for coin toss

THE ASSOCIATED PRESS



JANUARY 27, 2021 02:21 PM, UPDATED 8 HOURS 23 MINUTES AGO



American poet Amanda Gorman reads a poem during the 59th Presidential Inauguration at the U.S. Capitol in Washington, Wednesday, Jan. 20, 2021. (AP Photo/Patrick Semansky, Pool) PATRICK SEMANSKY AP



Listen to this article now

01:43

Powered by **Trinity Audio**

NEW YORK

The NFL has selected three people who have served during the coronavirus pandemic as honorary captains for the Super Bowl along with inaugural poet Amanda Gorman for an original poem.

Commissioner Roger Goodell announced Wednesday that educator Trimaine Davis,

Here's the story! It looks like it was published on The Kansas City Star website. But is this the original news source for this reporting? How can we tell?

Not so fast, folks! Look closer: "The Associated Press" appears where the "byline" (the name of the reporter who wrote the story) is typically located. This is an AP story.

Click [here](#) to read the full report.

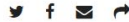


ENTERTAINMENT

## NFL picks 3 honorary captains, Amanda Gorman for coin toss

THE ASSOCIATED PRESS

JANUARY 27, 2021 02:21 PM, UPDATED 8 HOURS 23 MINUTES AGO



American poet Amanda Gorman reads a poem during the 59th Presidential Inauguration at the U.S. Capitol in Washington, Wednesday, Jan. 20, 2021. (AP Photo/Patrick Semansky, Pool) PATRICK SEMANSKY AP



Listen to this article now

01:43 Powered by Trinity Audio

NEW YORK

The NFL has selected three people who have served during the coronavirus pandemic as honorary captains for the Super Bowl along with inaugural poet Amanda Gorman for an original poem.

Commissioner Roger Goodell announced Wednesday that educator Trina Davis,



News organizations that don't have staff elsewhere in the United States or internationally rely on wire service coverage to round out their news offerings.

Sometimes, my former newsrooms would get complaints about a story that readers would find in our local paper, and we would explain that the story wasn't written by us and their complaint should be directed at the newswire.

In this case, the Star published [AP's full report](#). But sometimes, a news organization makes changes to a wire story, such as revising the wording of a headline or shortening the report, to better fit its audience and needs. Even though a wire story may be edited, it still should adhere to the standards of quality journalism, including fairness and accuracy.





American poet Amanda Gorman reads a poem during the 59th Presidential Inauguration at the U.S. Capitol in Washington, Wednesday, Jan. 20, 2021. (AP Photo/Patrick Semansky, Pool) PATRICK SEMANSKY AP

It's also common for news organizations to run photos or video footage produced by wire services. Here we see that this AP photo was taken by an AP photographer — not a Star photographer. This is why people will sometimes see the same image in coverage of a story by multiple news organizations. It's always important to check photo credits and captions to see where online images originated. Be skeptical of an image lacking information that tells you who took the photo, and when.





## NFL picks 3 honorary captains, Amanda Gorman for coin toss

NEW YORK

The NFL has selected three people who have served during the coronavirus pandemic as honorary captains for the Super Bowl along with inaugural poet Amanda Gorman for an original poem.

Commissioner Roger Goodell announced Wednesday that educator Trimaïne Davis, nurse manager Suzie Dorner and Marine veteran James Martin will take part in the coin toss on Feb. 7 in Tampa, Florida. The trio was picked for embodying the NFL's message of "It Takes All of Us" this season.



### NFL picks 3 honorary captains, Amanda Gorman for coin toss

January 27, 2021



Newsrooms pay to use content from wire services like AP and Reuters and may also have agreements with other news organizations to publish their stories. As Suzannah mentioned, it seems that the Star left the headline and story unchanged from the [original AP version](#). But that's not always the case. Let's look at another example!

NEW YORK (AP) — The NFL has selected three people who have served during the coronavirus pandemic as honorary captains for the Super Bowl along with inaugural poet Amanda Gorman for an original poem.


Commissioner Roger Goodell announced Wednesday that educator Trimaïne Davis, nurse manager Suzie Dorner and Marine veteran James Martin will take part in the coin toss on Feb. 7 in Tampa, Florida. The trio was picked for embodying the NFL's message of "It Takes All of Us" this season.

Rolling Stone

# Amanda Gorman to Recite Poem Before Super Bowl LV

Piece will honor the NFL's three "honorary captains" being recognized for their work during the Covid-19 pandemic

By **JON BLISTEIN** 



Here's the story! It appears on Rolling Stone's website. Notice the byline. This story was written by a Rolling Stone [staff writer](#). The headline seems to be different than the [original AP report](#). Let's keep reading.

Click [here](#) to read the full Rolling Stone report.

**Amanda Gorman**, the **first National Youth Poet Laureate** who spoke at President Joe Biden's inauguration, will recite an original piece ahead of **Super Bowl** LV, February 7th. *The Associated Press* reports.

Gorman's poem will be dedicated to the three "honorary captains" the NFL has selected to honor before the big game: educator Trimaine Davis, nurse manager Suzie Dorner, and Marine veteran James Martin. The trio were selected for recognition because they embodied the message of the NFL's season-long It Takes All of Us campaign.



Rolling Stone used AP's reporting in a different way. I would put this in the "pick up" camp — journalists would say that Rolling Stone "picked up" AP's reporting. By citing AP, the magazine is making clear where particular information originated and is being transparent.

Orlando Sentinel

## Super Bowl 55: Inaugural poet Amanda Gorman to recite original poem before game in Tampa

By TIFFINI THEISEN  
ORLANDO SENTINEL

JAN 27, 2021 AT 4:47 PM



Here's another story! It appears on the Orlando Sentinel website. Notice the byline, which indicates that this story was written by a Sentinel journalist. Like Rolling Stone, the headline here is different than the [original AP report](#) and specifically cites "Tampa," which would appeal to local readers. Let's keep reading.

Click [here](#) to read the full report.



TAMPA — Amanda Gorman, the poet who read her work at President Biden's inauguration, will recite another original poem before Super Bowl LV in Tampa, the NFL announced on Wednesday.

The subject matter of Gorman's poem will be three Super Bowl honorary captains: Trimaine Davis, Suzie Dorner and James Martin.



Let's compare the Sentinel's "lede" — journalism lingo for the first paragraph(s) of a story — with AP's. Do you notice any similarities or differences?

NEW YORK (AP) — The NFL has selected three people who have served during the coronavirus pandemic as honorary captains for the Super Bowl along with inaugural poet Amanda Gorman for an original poem.

Commissioner Roger Goodell announced Wednesday that educator Trimaine Davis, nurse manager Suzie Dorner and Marine veteran James Martin will take part in the coin toss on Feb. 7 in Tampa, Florida. The trio was picked for embodying the NFL's message of "It Takes All of Us" this season.



TAMPA — Amanda Gorman, the poet who read her work at President Biden’s inauguration, will recite another original poem before Super Bowl LV in Tampa, the NFL announced on Wednesday.

The subject matter of Gorman’s poem will be three Super Bowl honorary captains: Trimaine Davis, Suzie Dorner and James Martin.

The first big difference I noticed is in the opening sentence. The Sentinel shifted the focus of the lede to Gorman and her new poem, while also localizing the story by mentioning “Tampa” directly. Unlike the Star, the Sentinel did not simply reprint AP’s story. Instead, it made changes to tailor the story to its audience. It’s common for standards-based, local journalists to use information from wire stories with their own reporting. But it’s important to give credit where credit is due. Let’s jump to the bottom of the article to see how the Sentinel acknowledged AP’s contribution.





Martin connected over 1,800 veterans and their families to one another virtually through Wounded Warrior Project, opened his home to disadvantaged children and more.

*The Associated Press contributed to this report.*



This line at the bottom of the story, “The Associated Press contributed to this report,” credits AP for providing some of the information included in the report. It signals to readers that not all reporting contained in the story came from Sentinel staff. As a reporter, it can feel strange to use copy from another news organization in your story, but this is common practice for paid wire content and not considered plagiarism. It’s important to note that we always gave credit to the wire service.

MSN News



Let's take a closer look at MSN's news page. Click to the next slide to see some of the stories featured on this page recently. Were they reported by MSN? How do you know? Can you spot any clues?



# Child care problems skyrocketed under COVID. Women paid the price.

USA TODAY

NEWS

Proud Boys Member  
Jeffrey Perrine  
Refuses To Resign...



Newsweek

NEWS

SEC to probe Reddit-  
driven stock rallies,  
GameStop purchase...



The Hill

3. J&J vaccine offers strong  
protection but fuels concer...

The New York Times · 1h



4. Calif. gym owner defied  
lockdown rules. Now he's...

The Washington Post · 3h



5. Romney has a question for  
fellow Republicans...

MarketWatch · 3h



See more trending stories

Ad Comparisons.org

Mexico surpasses India in

The Hill

NEWS

How coronavirus  
vaccine selfies help  
fight the battle...

CNET

Before you renew  
Amazon Prime, read  
this



Ad Capital One Shopping

NEWS

France's Le Pen, at  
record high in polls,  
proposes hijab ban



AFP

NEWS

Robinhood troubles:  
SEC will 'closely  
review' actions that...



CNET

NEWS

World's biggest drone  
will send satellites  
into space on a rocket

CNET

What kind of content do you see? Is it original MSN reporting? Is it all news content? Click to the next slide for our thoughts.



# Child care problems skyrocketed under COVID. Women paid the price.

USA TODAY

NEWS

Proud Boys Member  
Jeffrey Perrine  
Refuses To Resign...



Newsweek

NEWS

SEC to probe Reddit-  
driven stock rallies,  
GameStop purchase...



The Hill

Before you renew  
Amazon Prime, read  
this



Ad Capital One Shopping

NEWS

France's Le Pen, at  
record high in polls,  
proposes hijab ban



3. J&J vaccine offers strong  
protection but fuels concer...

The New York Times · 1h



4. Calif. gym owner defied  
lockdown rules. Now he's...

The Washington Post · 3h



5. Romney has a question for  
fellow Republicans...

MarketWatch · 3h



See more trending stories

Ad Comparisons.org

Mexico surpasses India in

The Hill

NEWS

How coronavirus  
vaccine selfies help  
fight the battle...

CNET

NEWS

Robinhood troubles:  
SEC will 'closely  
review' actions that...



NEWS

World's biggest drone  
will send satellites  
into space on a rocket

I spy lots of different news logos on this page! I see USA Today, The New York Times, The Washington Post and The Hill, to name a few. And look — not all of these headlines lead to news stories. Ads (circled in green) are mixed in as well. It's important to check any labels to know what kind of information you're clicking on when exploring online news pages, which may pull content from many different sources.





## A Georgia city is replacing a Confederate monument with a statue of civil rights hero John Lewis

CNN

### ↑ TRENDING STORIES

1. After scripted rollouts of executive orders, Biden's ta...

WSJ The Wall Street Journal · 3h



2. US workplace safety agency issues new COVID-19...

Reuters · 3h



3. Pelosi moves Rep. Bush's office after incident with Re...

MSNBC · 2h



4. Job seekers with Trump...



Aside from working as a correspondent for Reuters, I also worked with the news agency's major media clients, such as MSN, pitching stories to them and communicating their needs and interests to Reuters editors. Some clients like MSN had many news sources to choose from. As a reader, it's a good idea to check the source of the information you're reading!



# News Goggles: Next steps

---

**Discuss:** Why would a news organization rely on stories from a wire service? How can you tell if a news report from a wire service is credible?

**Idea:** Ask students to look at the national and international section of a local news website or newspaper. What kind of stories are published there? Who wrote these stories? Do any come from a wire service? How are wire service stories labeled? Why would knowing the provenance, or origin, of a news report be important for readers?

**Related:** [“When wire services make mistakes, misinformation spreads quickly”](#)  
(Salem Solomon, Poynter).





This exercise originated in the Feb. 1, 2021, issue of The Sift® newsletter from the News Literacy Project. You can read archives of the newsletter and subscribe [here](#).



# Thank you!



A future founded on facts



/NewsLitProject



@NewsLitProject



@NewsLitProject



@NewsLitProject



LinkedIn.com/company/  
NewsLitProject



Youtube.com/  
NewsLiteracyProject

newslit.org