



**Innovation Pacemaker
Pepperdine Graphic Media
News Talks: Background**

PGM’s News Talks began as a way to help students dive into deeper discussions of what inclusion means, as well as help members of PGM engage with the Pepperdine community. News Talks began with the goal of helping our audience think about news literacy in an engaging way and to better understand how our audience engages (or does not engage) with our products.

News Talks: Process/Product

Each week, Pepperdine Graphic Media’s managing editor, business manager and news editor, presented News Talks to a different student organization on campus. During the 2022-23 school year, PGM presented nearly 20 News Talks. The presentation lasts for only 10 minutes of the student organization’s meeting time. The presentation discusses important aspects of PGM’s work and the concept of news literacy. After the slides, members of PGM hosted a Q&A portion with the students about coverage and concluded with asking the audience to fill out a brief survey — asking questions such as how often students keep up with the news, what platforms they receive news on and if there was anything additional they were looking to see from PGM.

Terms in the News

<p style="text-align: center;"> Op-Ed</p> <p style="text-align: center;">Opinion Articles</p> <p style="text-align: center;">Real facts/research supporting the writer's opinion</p> <p style="text-align: center;">Generally first-person and uses news reports as references</p>	vs.	<p style="text-align: center;"> News</p> <p style="text-align: center;">Objective reporting pieces that present information shared by other sources</p> <p style="text-align: center;">Human interviewees, documents, public opinions</p> <p style="text-align: center;">Unbiased and provides insight on issues through facts</p>
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A slide from the opinion vs. reporting section of News Talks — describing the differences between opinion pieces and news stories.

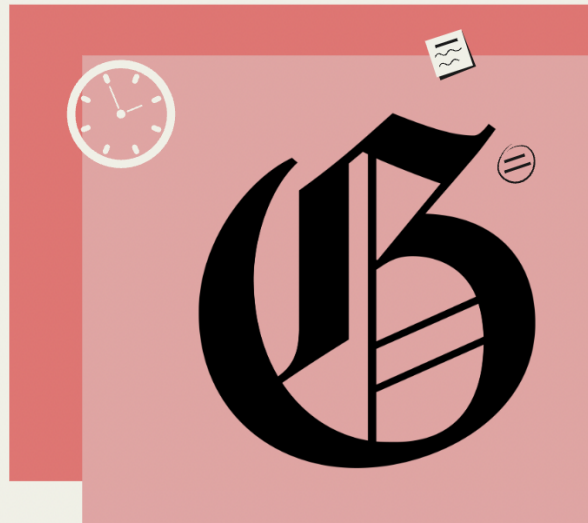
What to Look Out For

BAD NEWS!

- Bias
- Not factual
- Sponsored / Monetary compensation

GOOD NEWS!

- Diversity in opinion/coverage
- Local Journalism
- Solutions-centered
- Investigative
- Unbiased



News Talks: Successes

News Talks has helped PGM understand who our audience was and how we could meet their needs better. Specifically, News Talks helped us to formulate topics to guide our special editions and our in-depth and investigative reporting. News Talks also helped us recognize what our audience was looking for in a student newspaper and how we could support them better moving forward. PGM received insightful and positive feedback from our audience, especially on the survey. In addition, News Talks gave editorial and business leaders a project to work on and present together.

News Talks: Lessons Learned?

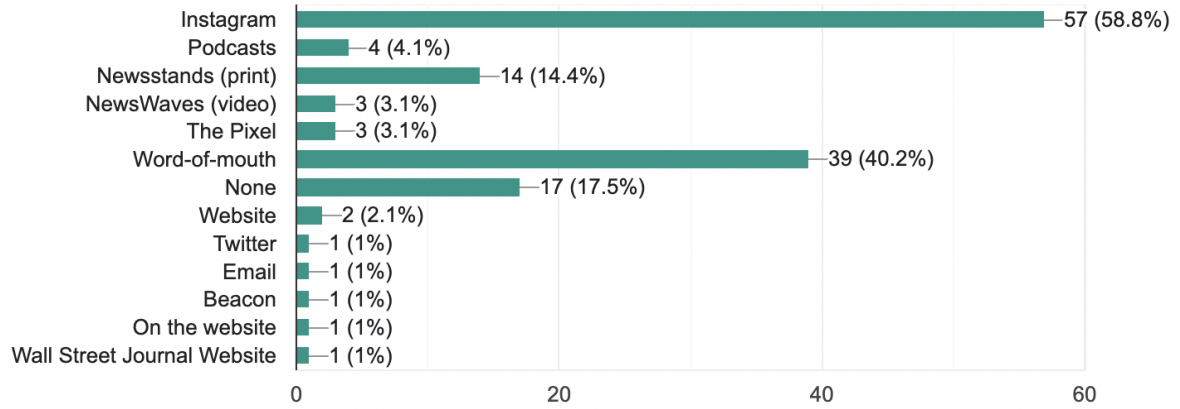
News Talks has taught members of PGM the importance of listening to our audience and educating them on news literacy, in addition to telling truthful and meaningful stories each week. We learned it is possible and important to engage student organizations and teach them what we have learned and researched. We recognized that students wanted to discuss the news, news literacy and the challenges news organizations face, and we realized students do think the news is important. We saw students consuming news in a variety of different ways and were interested in keeping up with what was going on around them. News Talks helped PGM recognize that they represented “the news” to the Pepperdine community, which emphasized the need for PGM to report truthful and factual information to their audience. In addition, the survey helped PGM recognize students are not interested in consuming news on a daily basis, but rather once or twice per week. This helped PGM adapt to the fact that a single post or a single edition was not enough to ensure the Pepperdine community was seeing our content.

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Where do you usually find Graphic stories? (select all that apply)

 Copy

97 responses



A chart depicting where the News Talks audience members typically saw stories from PGM. This has helped PGM know where most of our content was being viewed and helped us target our audience more effectively.