

The background of the slide is a grayscale abstract image. It features a complex network of thin, white, intersecting lines that create a sense of depth and perspective, resembling a modern architectural structure or a stylized grid. On the right side, there is a large, tilted rectangular window or glass panel that reflects the surrounding environment, adding to the architectural feel.

Five Good Ideas

Idea 1

**Everybody gets screwed
by the media**

Idea 1: Everybody gets bruised

- Your turn will come. Expect it.
- Some more than others.
- Don't take it personally. Prepare for it.
- Fact vs Fiction is a concern.

Idea 1: Setting the record straight

- Fact vs Fiction. Pick your battles on corrections.
- War with Limbaughs.
- Positively negative.

Idea 1: Alternate Facts. Lies, Damn Lies.

- How much energy to expend? Importance!
- For the average newsroom, dedicating too much time and space to batting down untruths - from determined bad-faith actors, no less - can come at the expense of the actual news.
- Debate among journos: Dale at CNN, Poynter.
- Rob Ford. Trump. Deniers.

Idea 1: “Truth Sandwich”

- Power outages in Texas were caused mainly by gas and coal-fired power plants freezing up. Some right-wing media figures and Republican politicians have instead inaccurately blamed renewable energy and the Green New Deal. But wind and solar energy, in fact, fared better than fossil fuels did during the Texas cold snap, and the Green New Deal does not exist yet, at either the federal level or in the state of Texas.

Five Good Ideas

Idea 2

Journo world in crisis:
obstacle or opportunity?



Idea 2: Media Crisis Opportunity

- Fractured industry.
- 50% lost in 15 years.
- 24K net loss of journos 55M readers. Newspaper deserts.
- Fill the void?

Five Good Ideas

Idea 3

One hand washes the other?



Idea 3: Media Symbiosis

- **Partners in civil society.**
- **Teach us to teach.**
- **Media depends on you more than ever.
Expertise needed.**
- **Equipped, YES. Prepared?**
- **Fill the void?**

Five Good Ideas

Idea 4

Know your allies –
mining the media?



Idea 4: Mining the media

- At least know the enemy.
- Who's likely to partner?
- Who promotes your ideals?
- Investment Pays.
- Beat reporters. Columnists.
- Ed Board. Op Ed?
- Feed the beast and it returns.

Five Good Ideas

Idea 5

Media junkie anyone?



Idea 5: Junkie gets the fix

- Be the media “expert” just by paying attention.
- Fill void that frequently exists.
- Use resources to assist with rudiments of business.

Resources

- News Media Canada – nmc-mic.ca
- [Bring Poynter to Your Newsroom, Classroom or Workplace](#) or [Bring a Poynter Expert to You](#)
- [TV Power Reporting Academy](#) (Online Seminar) — Apply by March 5.
- The Poynter Report is a daily media newsletter. Sign up on Poynter site to have it delivered to your inbox Monday-Friday.