

**News Literacy Lecturer's Background Pack**

Lecture Title: Know Your Neighborhood

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*Director's Note: TK***Promotion: CBS advertises on eggs in 2006**<http://www.nytimes.com/2006/07/17/business/media/17adco.html>

“Newspapers, magazines and Web sites are so crowded with ads for entertainment programming that CBS was ready to try something different, Mr. Schweitzer said. The best thing about the egg concept was its intrusiveness.”

“You can’t avoid it,” he said. He liked the idea so much that he arranged for CBS to be the only advertiser this fall to use the new etching technology. •The CBS ads are the first to use imprinting technology developed by a company called EggFusion, based in Deerfield, Ill. Bradley Parker, who founded the company, wanted to reassure shoppers that egg producers were not placing old eggs in new cartons, so he developed a laser-etching technique to put the expiration date directly on an egg during the washing and grading process.”

**Promotion: Disney markets/brands newborns**<http://www.nytimes.com/2011/02/07/business/media/07disney.html?src=busln>

“Late last month, the company quietly began pressing its newest priority, Disney Baby, in 580 maternity hospitals in the United States. A representative visits a new mother and offers a free Disney Cuddly Bodysuit, a variation of the classic Onesie.”

“In bedside demonstrations, the bilingual representatives extol the product’s bells and whistles — extra soft! durable! better sizing! — and ask mothers to sign up for e-mail alerts from DisneyBaby.com. More than 200,000 bodysuits will be given away by May, when Amazon.com is set to begin selling 85 styles for a starting price of \$9.99 for two; Nordstrom and Target will follow with more Disney Baby items, including hats.”

[http://www.cbsnews.com/8301-504744\\_162-20030908-10391703.html](http://www.cbsnews.com/8301-504744_162-20030908-10391703.html)

I was trying to find other sources besides the NYT. Ironically, just about everything in this CBS story is credited to the NYT’s!

## Promotion: Fashion Week in NYC

<http://www.bloomberg.com/news/2010-09-08/new-york-s-biggest-fashion-week-to-bring-385-million-to-city-mayor-says.html>

“New York City’s biggest Fashion Week ever will generate more than \$385 million for the most populous U.S. city’s economy, according to Mayor Michael Bloomberg.”

“Event visitors will account for more than \$233 million in direct spending in the city, which is home to more than twice as many fashion houses as any other in the world, the mayor said.”

“New York’s fashion and related retail industries support 175,000 jobs and pump \$10 billion into the economy each year, Bloomberg said. Half of New York’s visitors say shopping is their “primary activity” during their stay, according to NYC & Co., the city’s marketing and tourism organization.”

## Difference between Advertisings and PR

<http://advertising.about.com/od/careersource/a/10advpr.htm>

This is from about.com. 10 Differences between advertising and PR

### 1. *Paid Space or Free Coverage*

Advertising: The company pays for ad space. You know exactly when that ad will air or be published.

Public Relations: Your job is to get free publicity for the company. From news conferences to press releases, you're focused on getting free media exposure for the company and its products/services.

### 2. *Creative Control Vs. No Control*

Advertising: Since you're paying for the space, you have creative control on what goes into that ad.

Public Relations: You have no control over how the media presents your information, if they decide to use your info at all. They're not obligated to cover your event or publish your press release just because you sent something to them.

### 4. *Wise Consumers*

Advertising: Consumers know when they're reading an advertisement they're trying to be sold a product or service.

"The consumer understands that we have paid to present our selling message to him or her, and unfortunately, the consumer often views our selling message very guardedly," Paul Flowers, president of Dallas-based Flowers & Partners, Inc., said. "After all, they know we are trying to sell them."

Public Relations: When someone reads a third-party article written about your product or views coverage of your event on TV, they're seeing something you didn't pay for with ad dollars and view it differently than they do paid advertising.

"Where we can generate some sort of third-party 'endorsement' by independent media sources, we can create great credibility for our clients' products or services," Flowers said.

#### *5. Creativity or a Nose for News*

Advertising: In advertising, you get to exercise your creativity in creating new ad campaigns and materials.

Public Relations: In public relations, you have to have a nose for news and be able to generate buzz through that news. You exercise your creativity, to an extent, in the way you search for new news to release to the media.

#### *10. Writing Style*

Advertising: Buy this product! Act now! Call today! These are all things you can say in an advertisement. You want to use those buzz words to motivate people to buy your product.

Public Relations: You're strictly writing in a no-nonsense news format. Any blatant commercial messages in your communications are disregarded by the media.

#### **Promotion/Advertising/News: Verizon makes deal to sell iPhone 4**

[http://online.wsj.com/article/SB10001424052748704030704576070090093187986.html?mod=WSJ\\_article\\_related](http://online.wsj.com/article/SB10001424052748704030704576070090093187986.html?mod=WSJ_article_related)

“Sales estimates vary, but many analysts agree Apple will likely sell 9 million to 12 million iPhones on Verizon's network this year, a huge boost in the iconic phone's most important market.”

“To put that into perspective, AT&T Inc. sold 11.1 million iPhones in the first nine months of 2010. Piper Jaffray & Co. estimates a full-year total of 14.5 million iPhones for AT&T, accounting for 12% of Apple's overall revenue and 30% of its iPhone sales. In its fiscal year, ended September, Apple reported revenue of \$20.34 billion.”

### **Propaganda: Inspire Magazine – an “Al Qaeda in the Arabian Peninsula” publication**

<http://www.nytimes.com/2010/11/21/world/middleeast/21parcel.html>

“The magazine has the same flashy graphics, idiomatic English and cocky attitude as were shown in the first two issues, released online in the summer and fall. Intelligence officials have said they believe it is largely the work of Samir Khan, an American citizen who moved to Yemen from North Carolina last year. It may also reflect the influence of Anwar al-Awlaki, the American-born radical cleric who is now active in Al Qaeda in the Arabian Peninsula.”

“Al Qaeda in the Arabian Peninsula consists mainly of Saudis and Yemenis and is believed to have close ties to Osama bin Laden and the terrorist network's central leadership in Pakistan. It initially focused on plotting against the Saudi monarchy and the Yemeni government and continues to carry out attacks in the region.”

### **Propaganda: Anwar al-Awlaki**

<http://www.nytimes.com/2010/05/09/world/09awlaki.html>

“In the weeks after the Sept. 11 attacks, the eloquent 30-year-old imam of a mosque outside Washington became a go-to Muslim cleric for reporters scrambling to explain Islam. He condemned the mass murder, invited television crews to follow him around and patiently explained the rituals of his religion.”

“We came here to build, not to destroy,” the cleric, Anwar al-Awlaki, said in a sermon. “We are the bridge between Americans and one billion Muslims worldwide.”

“Nine years later, from his hide-out in Yemen, Mr. Awlaki has declared war on the United States.”

“America as a whole has turned into a nation of evil,” he said in a statement posted on extremist Web sites in March. Though he had spent 21 of his 39 years in the United States, he added, “I eventually came to the conclusion that jihad against America is binding upon myself, just as it is binding on every other able Muslim.”

“His mix of scripture and vitriol has helped lure young Muslims into a dozen plots. He cheered on the Fort Hood gunman and had a role in prompting the attempted airliner bombing on Dec. 25, intelligence officials say. And last week, Faisal Shahzad, who is charged in the attempted bombing in Times Square, told investigators that Mr. Awlaki’s prolific online lectures urging jihad as a religious duty helped inspire him to act.”

“He’s a magnetic character,” said Philip Mudd, a veteran of the C.I.A.’s Counterterrorism Center who just stepped down after nearly five years as a top F.B.I. intelligence adviser. “He’s a powerful orator in a revolutionary movement.”

“Convinced that he is a lethal threat, the United States government has responded in kind. This year Mr. Awlaki became the first American citizen on the C.I.A.’s list of terrorists approved as a target for killing, a designation that has only enhanced his status with admirers like Shahidur Rahman, 27, a British Muslim of Bangladeshi descent who studied with Mr. Awlaki in London in 2003.”

More Recent News:

<http://www.nytimes.com/2011/01/19/world/middleeast/19awlaki.html>

“A judge in Yemen sentenced the radical American-born Muslim cleric Anwar al-Awlaki in absentia on Monday to 10 years in prison on charges of incitement to murder and belonging to a terrorist group.”

“American and Yemeni officials say Mr. Awlaki is working with Al Qaeda’s Arabian branch to plot terrorist attacks, and the Obama administration has authorized his targeted killing. He is believed to be hiding in the remote mountains of Shabwa Province in Yemen.”

“Mr. Awlaki was convicted in connection with the murder in October of a French citizen, Jacques Spagnolo, in the Yemeni capital, Sana. Prosecutors said that in e-mail exchanges, Mr. Awlaki incited the 19-year-old gunman, Hisham Muhammad Assem, to kill foreigners. A cousin of Mr. Awlaki’s who is also in hiding, Othman al-Awlaki, was accused of incitement in the case along with him, and was sentenced to eight years in prison.”

“In recent months, Mr. Awlaki has called for the killing of Americans in videotapes and audiotapes. On Sunday, the latest issue of Inspire, the English-language magazine of Al Qaeda’s Arabian branch, appeared on the Internet, with an article under Mr. Awlaki’s name providing Islamic justification for the killing and “dispossessing” of Americans.”

### **Entertainment: Black Swan (2010)**

<http://movies.nytimes.com/2010/12/03/movies/03black.html>

“A witchy brew of madness and cunning, “Black Swan” tells the story of a ballerina who aches, with battered feet and an increasingly crowded head, to break out of the corps. Played by Natalie Portman in a smashing, bruising, wholly committed performance, the young dancer, Nina, looks more like a child than a woman, her flesh as undernourished as her mind. When she goes to bed at night, a nearby jewelry box tinkling “Swan Lake,” a crowd of stuffed animals watches over her, longtime companions that — as Nina and this dementedly entertaining film grow more unhinged — begin to look more like jailers than friends.”

### **Entertainment: The Tillman Story (2009)**

<http://movies.nytimes.com/2010/08/20/movies/20tillman.html>

“What soldier, anticipating his death in combat, wouldn’t want to be remembered as a fallen hero who gave his life for his comrades? What grieving family wouldn’t accept the official account, however fraudulent, of a son or daughter’s heroism, stifle their doubts, keep their mouths shut and be content to find some comfort in the ritual honors?”

“That was probably the assumption of the military brass who concocted a bogus account of the combat death of Pat Tillman, a football star and a casualty of so-called friendly fire in Afghanistan in April 2004 at age 27. The official story initially had him saving the lives of fellow soldiers during a mountain ambush by the Taliban. It was a flag-waving, “Rambo”-worthy feel-good fantasy that played well on television.”

“But as Amir Bar-Lev’s sorrowful, devastating documentary, “The Tillman Story,” reveals, not every soldier or every soldier’s family is willing to be so glorified. Tillman, who had the square-jawed face of a comic-book warrior, certainly looked the part, and some of the details of his life supported the image of him as a rampaging gung-ho patriot. He had quit the National Football League in the wake of 9/11 to join the Army Rangers, turning down a multimillion-dollar contract from the Arizona Cardinals. After his death he received a Silver Star for valor.”

“But in other ways, Tillman didn’t fit the image. Thoughtful and private, he never made a public statement about his decision to enlist and asked that his privacy on the matter be respected. An avowed atheist, he studied the writings of Noam Chomsky and opposed the war in Iraq after serving a tour of duty there. Yet when the government and the N.F.L. secretly arranged for him to return to football without having to fulfill his commitment, he refused the deal, believing it was his duty to serve the three years for which he had signed up. His next stop was Afghanistan.”

“Several weeks after Tillman was eulogized by President George W. Bush as a classic American war hero, the military announced that he had actually been killed by a stray bullet during the confusion known as “the fog of war.”

“The film, narrated by Josh Brolin, tells how members of the Tillman family would not let the story rest. The military gave them 3,000 pages of redacted documents covering the official investigation, perhaps assuming that the material was too voluminous to be studied in any depth. But in the Northern California home where Pat and his brothers Kevin (who fought beside Pat in Afghanistan) and Richard were raised, their mother, Mary Tillman, unearthed more and more disturbing facts, among them that the military had burned Pat’s uniform, body armor and diary.”

“Mr. Bar-Lev’s clear-sighted, emotionally steady documentary examines the family members’ deepening inquiry into the circumstances of Tillman’s death and chronicles their mounting rage at the military’s misappropriation of his story. The film visits the canyon where he died and the soldiers who were with him and heard his final words, in which he tried to alert the unidentified troops only 40 yards away that he was on their side.”

### **Continued: [From 2010 BakPak] The Tillman Story**

What most people know about Pat Tillman is that he was the football star who turned down a multi-million-dollar deal from the Cardinals to join the Army Rangers with his younger brother, Kevin, in the wake of 9/11, and that he was killed in combat in 2004 in Afghanistan... Narrated by Josh Brolin, Amir Bar-Lev's eloquent, nuanced film also brings to light the extent to which the military used first Tillman’s enlistment and later his death as propaganda to counter an unpopular war. Initially, the military orchestrated an extensive cover-up to bolster its claim that Tillman was killed in an enemy ambush. But the Tillman family, more interested in the truth than in fabricated heroism, relentlessly pushed for an investigation. The military later conceded that Tillman was killed by so-called friendly fire but the family remains unconvinced, despite a congressional investigation at which top military personnel and former Secretary of Defense Donald Rumsfeld testified, that all the facts have been uncovered. Even after all the military’s

lies were revealed, not one active duty soldier or Bush administration official has been held responsible in Tillman's death.

General McChrystal, who orchestrated the cover up of Tillman's death is now teaching at Yale University. Yale has come under heavy criticism for this hiring. **(see second link for that story)**

<http://www.wickedlocal.com/truro/fun/entertainment/arts/x128157177/Pat-Tillman-story-explores-issue-of-government-propaganda>

<http://www.nydailynews.com/gossip/2010/08/20/2010-08-20-mother-of-pat-tillman-michael-moore-speak-out-about-gen-mcchrystals-appointment.html>

### **Propaganda: The Muslim Defense Force**

<http://muslimdefenseforce.islamicink.com/>

[Not sure what this is, from 2010 BakPak, the website has a message that it was shut down.]

### **Raw Information: The Imaginary Rep. Jack Kimble**

<http://voices.washingtonpost.com/44/2010/09/who-is-rep-jack-kimble.html>

"Jack Kimble is not a member of Congress."

"Washington Post columnist Jonathan Capehart learned this the hard way. Capehart made the mistake of referring to Kimble in a Monday night post as if he were an elected member of Congress."

"Capehart's post Monday night read:"

"Why have the wars cost so much under Obama?" tweeted @RepJackKimble (R-Calif.) at 7:40am on Sept. 2. "Check the budgets, Bush fought 2 wars w/o costing taxpayers a dime." This stunning bit of fiscal ignorance earned him a tart barnyard expletive from @MWJ1231. But that exchange only highlighted the need to remind folks that the soaring deficits that have freaked them out -- and rightly so -- didn't get started with the inauguration of President Obama."

“But Kimble is not a member of Congress; he just plays one on a blog, YouTube and on a Twitter account from which this particular tweet originated. Capehart issued a correction early Tuesday morning, writing;”

“The Twitterer RepJackKimble cited below is not a real member of Congress. The budget deficits are real deficits.”

“The fictional Kimble claims to be from California's 54th district -- California only has 53 districts -- and his twitter page is adorned with corporate logos including Cargill, Fidelity Investments and Toys R' Us. At first glance, Kimble's posts appear to be in line with conservative ideology, but they are in fact subtle digs at the conservative movement. Like this tweet posted to Kimble's Twitter account on Monday:”

“Notice that as long as Obama spoke, he refused to address allegations that Michelle had canceled White House Christmas“

“According to the blog The Political Carnival, Kimble's alter ego is the author of the blog That's Right Nate, where you can find a Kimble campaign commercial.”

“The Post's Capehart is not the first to be taken in by the ruse. The Huffington Post has also cited Kimble as a real member of Congress only to later issue a correction.”

### **Raw Information: Wikileaks**

<http://www.wikileaks.ch/>

“WikiLeaks is a non-profit media organization dedicated to bringing important news and information to the public. We provide an innovative, secure and anonymous way for independent sources around the world to leak information to our journalists. We publish material of ethical, political and historical significance while keeping the identity of our sources anonymous, thus providing a universal way for the revealing of suppressed and censored injustices.”

### **Raw Information: Mumbai Attacks 2008 [From 2010 BakPak]**

[http://www.nytimes.com/2008/12/09/world/asia/09mumbai.html?\\_r=1&scp=1&sq=mumbai%20sat%20phones&st=cse](http://www.nytimes.com/2008/12/09/world/asia/09mumbai.html?_r=1&scp=1&sq=mumbai%20sat%20phones&st=cse)

MUMBAI, [India](#) — The terrorists who struck this city last month stunned authorities not only with their use of sophisticated weaponry but also with their comfort with modern technology.

The terrorists navigated across the Arabian Sea to Mumbai from Karachi, [Pakistan](#), with the help of a global positioning system handset. While under way, they communicated using a satellite phone with those in Pakistan believed to have coordinated the attacks. They recognized their targets and knew the most direct routes to reach them in part because they had studied satellite photos from [Google Earth](#).

And, perhaps most significantly, throughout the three-day siege at two luxury hotels and a Jewish center, the Pakistani-based handlers communicated with the attackers using Internet phones that complicate efforts to trace and intercept calls.

Those handlers, who were apparently watching the attacks unfold live on television, were able to inform the attackers of the movement of security forces from news accounts and provide the gunmen with instructions and encouragement, authorities said.

#### **Verification: Millions in U.S. Drink Dirty Water, Records Show**

<http://www.nytimes.com/2009/12/08/business/energy-environment/08water.html>

More than 20 percent of the nation's water treatment systems have violated key provisions of the Safe Drinking Water Act over the last five years, according to a New York Times analysis of federal data.

That law requires communities to deliver safe tap water to local residents. But since 2004, the water provided to more than 49 million people has contained illegal concentrations of chemicals like arsenic or radioactive substances like uranium, as well as dangerous bacteria often found in sewage.

Regulators were informed of each of those violations as they occurred. But regulatory records show that fewer than 6 percent of the water systems that broke the law were ever fined or punished by state or federal officials, including those at the [Environmental Protection Agency](#), which has ultimate responsibility for enforcing standards.

#### **Independence:**

**SEARCH FOR NEW EXAMPLES**

**BP Planet – BP’s in-house magazine with in-house “reporters”**

<http://blogs.wsj.com/source/2010/06/22/bp-magazine-discovers-a-bright-side-to-the-oil-spill/?mod=e2tw>

**Colbert discusses BP Planet**

<http://www.colbertnation.com/the-colbert-report-videos/314082/june-29-2010/lube-job>

**Fake Newspapers**

[http://www.wired.com/threatlevel/2009/06/fake\\_news](http://www.wired.com/threatlevel/2009/06/fake_news)

Advertising that looks like an online newspaper. Unfortunately these sites disappear as fast as they appear. All sites mentioned in story no longer exist.

**News and Advertising**

<http://www.austindailyherald.com/2000/05/31/theres-a-difference-between-news-and-advertising/>

Editorial. Brings up the “insert.” With enough money, you can insert information into the newspaper and the newspaper will even write it for you, but it needs to be distinguishable from the news and opinion pieces.

**Editorials vs. Advertorials**

<http://www.ojr.org/ojr/ethics/1017967444.php>

**Accountability**

Media Outlets Apologize After Falsely Reporting Giffords' Death

[http://www.huffingtonpost.com/2011/01/10/media-outlets-apologize-a\\_n\\_806603.html](http://www.huffingtonpost.com/2011/01/10/media-outlets-apologize-a_n_806603.html)

### **Video News Releases (VNR)**

Daily Show has a great segment (from 2006) on VNR's

<http://www.thedailyshow.com/watch/wed-may-10-2006/back-in-black---fake-tv-news>

**[From BakPak 2010]**

**This is a handout from a PR Class taught by ALTON MILLER, ASSOCIATE DEAN OF COLUMBIA COLLEGE CHICAGO'S SCHOOL OF MEDIA ARTS (Former press secretary and speechwriter to the late Mayor Harold Washington)**

#### **Video News Release**

*How does it work?* You're watching a news story about a new candy bar being produced in Chicago by a (fictional) candy company called Dandy. The news anchor begins by giving the 5 W's -- she says something like, "If you think Chicago seems even sweeter than usual this week, you're right ..." and she goes on to give the details of the story... As she speaks, "voice over," you see a shot of the chocolate being poured, with factory workers in their candy-striped work jackets with the "Dandy" logo on it... Then you see a shot of nougat being blended in... Then there's a shot showing the automated wrapping machine stamping the distinctive "Dandy Candy" striped packaging around each bar... While the announcer talks about how the new Dandy product will create new jobs for Chicago workers, you see a shot of the Dandy factory down on South Halstead, with the Dandy logo out front, and the American flag flying proudly... The news item may end with the news anchors biting into the new Dandy chocolate bar and ad libbing their comments.

*More than likely, most of that footage came from Dandy -- or from their PR firm. It arrived at the TV station in the form of a Video News Release (VNR), produced by a firm that does the video work -- but it was written by you, the PR writer.*

*At the station they watched your VNR and, it seems, they liked the story. And so they decided to do it for the evening news. Of course, they won't use your package, with your announcer, type fonts, etc. They will want to do an independent report -- but they will use all the footage you sent.*

*You sent them a lot of B-roll as well as the package.* The B-roll had no announcer's voice-over (they want to use their own announcer, of course) and it had no type on the screen (they want to use their own font styles), but it did include additional footage -- the same scenes shot from different angles, for example -- which the station will be able to use to create their own distinctive report.

*The whole idea is that you're making it easy* for the TV station to do a thorough, visually-interesting report without having to invest their own resources -- a camera crew to come visit the candy factory -- to illustrate it.

"The Queen of the VNR" Robin Raskin Reveals Why She Appears In Corporate-Sponsored "News Segments" & Why She Feels Stations Need To Disclose Who Is Funding the VNRs

We air a video news release featuring Raskin funded by Panasonic, Namco and Techno Source and talk to the "Internet Mom" Robin Raskin about the ethics behind video news releases, why she doesn't disclose her corporate ties on her broadcasts or websites and how even many news programmers question whether their newscasts should feature corporate-sponsored features. [includes rush transcript]

The Center for Media and Democracy's new report a ["Fake TV News: Widespread and Undisclosed"](#); highlights the work of a video news release discussing best and worst high-tech gifts for children of 2005. Portions of it aired on several stations including WPGH Channel 13 in Pittsburgh.

The report reads:

In it, technology expert and "Internet Mom" Robin Raskin warned parents about two potentially dangerous items on the market while praising four that are safe and fun for kids.

What WPGH viewers didn't know is that the story was actually a video news release (VNR) created by D S Simon Productions and jointly funded by Panasonic, Namco and Techno Source. By no coincidence, all of the products Raskin recommends-the Oxyride battery, the Pac-Man and We Love Katamari games, and the Coleco retro gaming system-come from either Panasonic, Namco or Techno Source.

Even more insidious, the two products Raskin deems unsafe-Apple's Video iPod and Tiger Telematics' Gizmondo handheld gaming device-are direct commercial competitors of two of the three VNR sponsors. Panasonic offers a rival line of MP3 players while Techno Source battles Tiger Telematics in the handheld gaming market.

By itself, this VNR is little more than a tri-company infomercial that plugs numerous products while trashing its competitors. And yet when laundered through credibility of TV journalism, viewers are deceived into thinking they're watching an independent news report with an impartial consumer expert.

Of the seven stations who incorporated the VNR into their newscasts, none disclosed the funding source of the story...

In addition to the VNR, Raskin appeared live in a satellite media tour (SMT), a coordinated series of remote interviews in which a subject interacts directly with the station anchors. The SMT, like the VNR, was coordinated by D S Simon Productions on behalf of Panasonic, Namco and Techno Source. Two stations, KGUN-9 (Tucson, AZ) and WBRC-6 (Birmingham, AL), ran the live SMT without informing viewers that Raskin's appearance was funded by the makers of the very products she was praising.

In a moment we will speak to Robin Raskin herself but first we play one of her video news release.

[http://www.democracynow.org/2006/4/6/the\\_queen\\_of\\_the\\_vnr\\_robin](http://www.democracynow.org/2006/4/6/the_queen_of_the_vnr_robin)

Link: interview with R.R

### **Blurring of the lines: Promotion (NFL) [From BakPak 2010]**

#### **NFL's bold steps in news blur media boundaries**

The nation's richest and most powerful sports league has launched a behind-the-scenes effort to seize greater control over what fans see, read and hear — and chart an even more lucrative course for itself in the process. It's taking a series of steps to drive more fans and advertisers toward its own NFL Network cable channel and NFL.com website. And at a time when the NFL is trying to clean up its image by cracking down on team personnel who have off-field conduct problems, the league also is imposing new — critics say onerous — restrictions on how the independent media cover its players, coaches and teams.

[http://www.usatoday.com/sports/football/nfl/2007-09-06-nfl-media\\_N.htm](http://www.usatoday.com/sports/football/nfl/2007-09-06-nfl-media_N.htm)

### **Propaganda: Armstrong Williams [From BakPak 2010]**

HE disclosure that a company owned by Armstrong Williams, the conservative commentator and columnist, was paid \$240,000 by the Education Department to promote the No Child Left Behind Act is shining a spotlight on a public relations and public affairs agency that is far more comfortable letting its clients bask in such attention.

The agency is Ketchum, owned by the Omnicom Group, which as part of its work for the Education Department paid the company, Graham Williams, to have Mr. Williams promote the law on his syndicated television program and to other African-Americans in the news media. The Education Department account is estimated to represent revenue in the low seven figures

for Ketchum; more accurate data are not available because Omnicom no longer breaks out revenue for its agencies, citing the Sarbanes-Oxley law.