



# Canadian Public Relations Society

Toronto Society



# **Fake News: Understanding the Facts**

**Canadian Public  
Relations Society,  
Toronto Chapter**

October 28, 2020

# TODAY'S SPONSOR

**CISION®**

# FAKE NEWS AGENDA

- **Speaker presentations:**
  - ✓ Our information foundation – Jessica Samuels
  - ✓ State of the union – John Ferri
  - ✓ Some solutions - Melissa Retty
- Member **Q&A**
- Wrap up & **your thoughts**



# OUR INFORMATION FOUNDATION

Slow Journalism



Toyota Corolla

Fast Journalism



Volkswagen Jetta

# OUR INFORMATION FOUNDATION

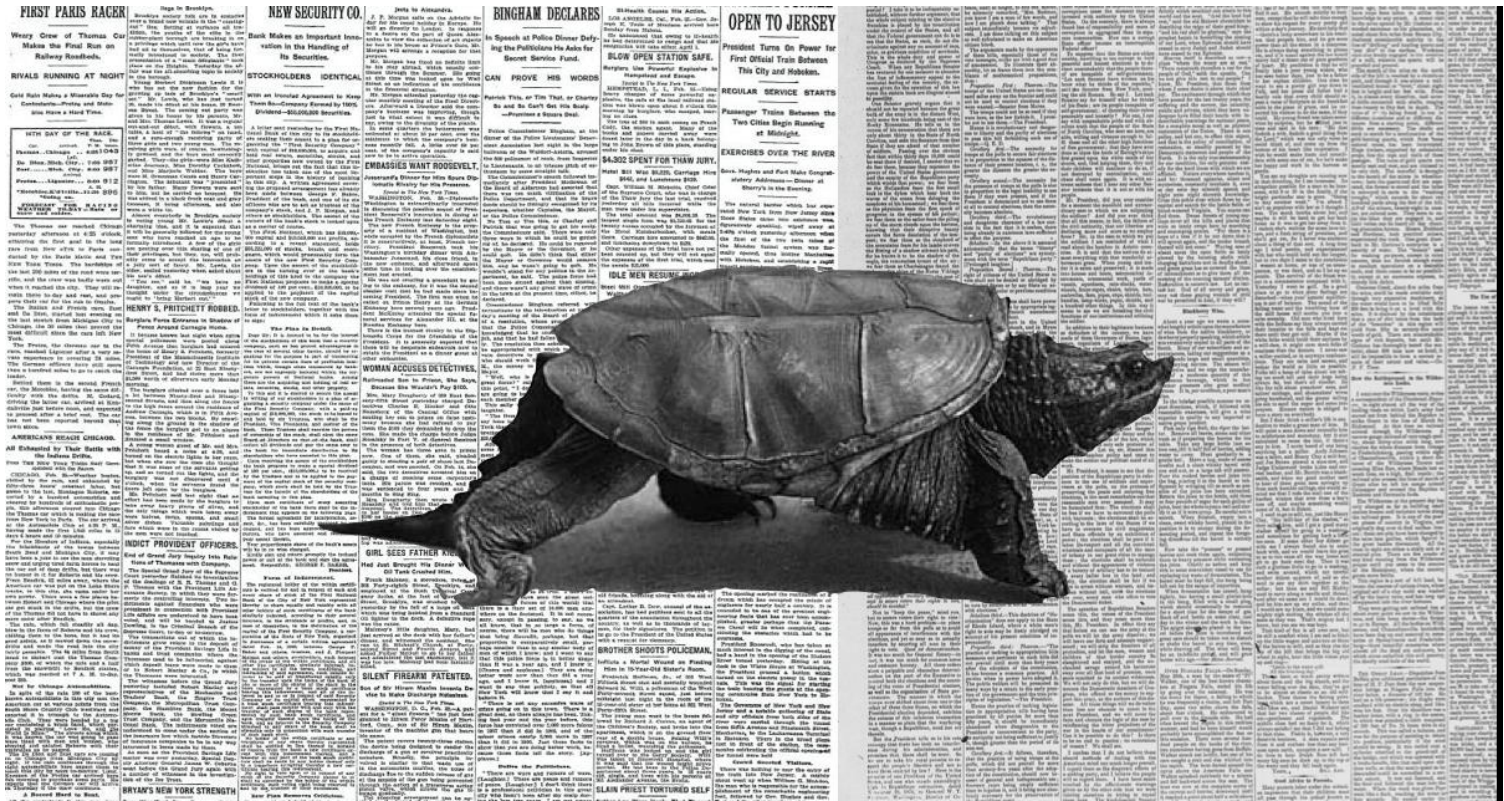


# OUR INFORMATION FOUNDATION



In the crowded media landscape that exists 24/7 media outlets have to **compete for our attention.**

# DEVELOPING THE IDEA



- ✓ Fact checking (and double checking)
- ✓ Research
- ✓ Pre-interviews
- ✓ Investigating
- ✓ Re-interviewing
- ✓ Sourcing informed and credible individuals to tell the story.
- ✓ Fine tuning
- ✓ REPEAT!



# Q: STATE OF JOURNALISM? A: NOT GREAT.

- **Digital disruption** = broken business model.
- **Thousands of jobs lost.** Since 2008, more than 300 outlets in Canada closed.
- Traditional media wasn't perfect but it fulfilled an essential role in the public conversation: **gatekeeper of reliable information.**
- **What's being lost:** A collective sense of reality based on an agreed upon set of empirical facts.

# VERY BRIEF HISTORY OF FAKE NEWS

- It has **Canadian roots** ... in a good way.
- **Propaganda** is nothing new. But ...
- ... in the age of **social media** it's been re-imagined in some frightening ways.
- Watch ***The Social Dilemma!***

# HOW/WHY IT WORKS

*The **goal of fake journalism** is not necessarily to have you believe a story that isn't true but to undermine your faith in anything that is. It's to create so much confusion and uncertainty that people don't know what and who to trust anymore. It's to erode credibility in the fact-based institutions we used to rely on, science and media in particular.*

- **Germ of truth** vs. outright fabrication.
- The **susceptibility** of democratic societies.
- **Relies on legitimate platforms:** Only when it gets mainstream coverage is it fully weaponized.

# GLIMMERS OF HOPE

- **Silver lining: In a crisis, Canadians turned to trusted sources**
  - 51% relied on traditional news outlets
  - 24% on provincial/federal health leaders and/or government health agencies
  - 10% on social media
  
- **Fact-checking**
- **The ‘truth sandwich’**
- **‘Polly’ & the lesson of Brexit**

HOW TO

# SPOT

FAKE NEWS ONLINE

CASE STUDY | CRAFT

PUBLIC RELATIONS

# BACK TO THE FUTURE



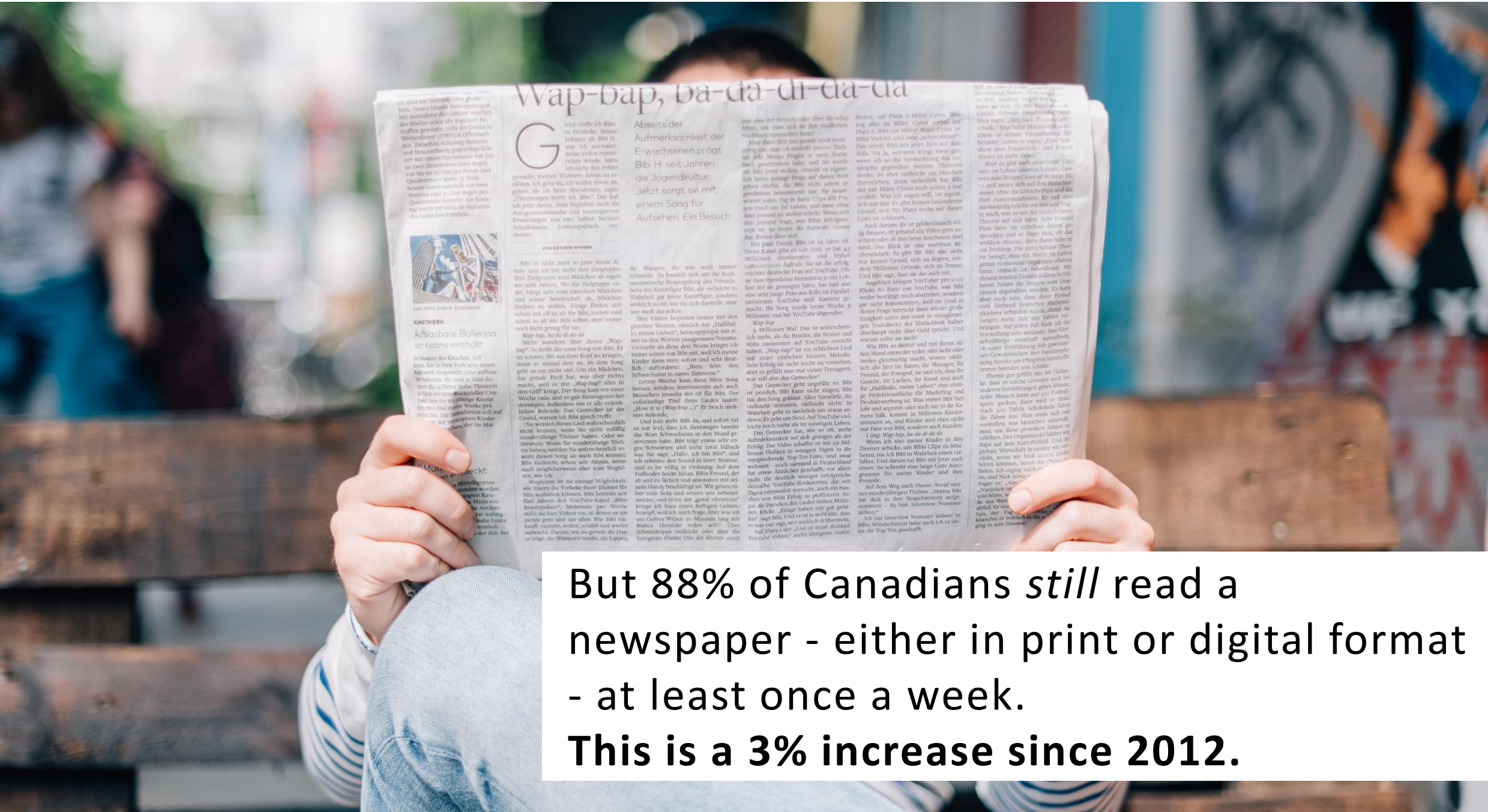


A shift from  
print to digital.



As of 2018, 70% of Canada's online ad revenue was being spent with Facebook and Google.





... und eine Gruppe von Mädchen sind ...  
 ... an dem Sonntag über große ...  
 ... Die deutsche ...  
 ... Mit Ausnahme der Gebiete westlich ...  
 ... des Rheins seien alle Regionien be- ...  
 ... troffen gewesen, teilte der Deutsche ...  
 ... Wetterdienst (DWD) in Offenbach ...  
 ... mit. Zwischen Schöneberg-Hörsing ...  
 ... und Braunschweig regnet Hagelbö- ...  
 ... nen mit einem Durchmesser von bis ...  
 ... zu zwei Zentimetern sowie Regen ...  
 ... von bis zu 30 Liter pro Stunde und ...  
 ... Quadratmeter nieder. In Nord- ...  
 ... hessen kann innerhalb von zwei ...  
 ... Stunden sogar zu Liter Regen pro ...  
 ... Quadratmeter herunter. Am Sonn- ...  
 ... tag besteht vor allem im Südosten ...  
 ... des Landes Gewitterrisiko.

**Kunstwerk**  
 Koons stellt seinen Kunstwerk  
 Aufblasbare Ballerina  
 von Koons enthüllt  
 Der Meister des Kitsches, Jeff  
 Koons, hat in New York sein neues  
 Kunstwerk vorgestellt: eine aufblas-  
 bare Ballerina. Bis zum 2. Juni do-  
 niert die 6,5 Meter hohe Skulptur in  
 8 Platz vor dem Rockefeller Cen-  
 ter auf dem 62-jährige Koons hat  
 über vier Millionen Werke prä-  
 sentiert. Die Installation soll auf  
 die vermissten Kinder  
 ... , der in Mai

**AMUM es steckt**  
 Mittelalterlichen  
 ... wurden.  
 ... Minuten  
 ... Minut  
 ... Antiken  
 ... rat Anfang  
 ... habe Laker  
 ... der Zeit der

# Wap-bap, ba-da-di-da-da

**G**leich treffe ich Bianca Henicke, besser bekannt als Bibi H., was ich normalerweise locker runterreiben würde, hätte ich nicht den Fehler gemacht, meinen Tischtennis zu erlauben. Ich gebe zu, ich wollte etwas an geben, als ich beim Abendessen sagte: „Übermorgen treffe ich Bibi“. Das hat mich den Autogrammwünsche und Investigationen Erwartungen von zwei halben Berliner Schülern, Leistungsdruck, verdammt.

**Abseits der Aufmerksamkeit der Erwachsenen prägt Bibi H. seit Jahren die Jugendkultur. Jetzt sorgt sie mit einem Song für Aufsehen. Ein Besuch**

VON KATHRIN SPOHR

Bibi ist nicht mehr so ganz meine Alters- und ich bin nicht ihre Zielgruppe. Ihre Zielgruppe sind Mädchen ab sagen wir acht Jahren. Wo die Zielgruppe endet, hängt sehr vom einzelnen Mädchen und seiner Bereitschaft ab, Mädchen bleiben zu wollen. Einige finden sich schon mit elf zu alt für Bibi, andere sind schon so alt wie Bibi selbst, aber immer noch klein genug für sie.

**Wap-bap, ba-da-di-da-da**

Nicht wundern über dieses „Wap-bap“. So heißt der neue Song von Bibi. Es ist schwer, ihn aus dem Kopf zu kriegen, wenn er einmal drin ist. In dem Song geht es um nicht viel. Um ein Mädchen, das gerade Beck hat, was aber nichts macht, weil es mit „Wap-bap“ alles in den Griff kriegt. Der Song kam vor einer Woche raus, und es gab Rosenkranz- und deswegen. Außerdem riss er alle erdenkliche Rekorder. Das Gemecker ist der Grund, warum ich Bibi gleich treffe.

Sie werden dieses Lied wahrscheinlich nicht kennen, wenn Sie nicht zufällig die Eltern der Tochter Ihrer Tochter sind. Bibi hat über 30 Millionen Aufrufe auf dem YouTube-Kanal „Bibis Beautyspace“. Mehrmals pro Woche stellt sie ihre Videos ein, in denen es um nichts geht und um alles: Wie Bibi ein Kauf, vertritt, wohnt, schläft und wieder aufweckt. Darum, wie sie gerade die Haare trägt, die Wimpern taucht, die Lippen,

... eine Art (Freude) oder über die schön ...  
 ... wie man sich an den niedlichen ...  
 ... Nachbarn rannachen kann?  
 ... Aber dann fällt mir gerade noch recht ...  
 ... zeit ein, dass ich nämlich meinen Tisch- ...  
 ... ten gelte. Menge Fragen in mein Notiz- ...  
 ... buch geschrieben habe, und die werde ...  
 ... ich Bibi jetzt stellen, obwohl es eigentlich ...  
 ... keine einzige Frage auf diesen Weir ...  
 ... gegeben dürfte, die Bibi nicht schon je ...  
 ... gerdewant beantwortet hat. Sie beant- ...  
 ... wortet jeden Tag in ihren Clips alle Fra- ...  
 ... gen rund um ihr Leben, und zwar ohne ...  
 ... dass jemand sie stellen würde. Wenn sich ...  
 ... also jemand fragt, was Bibis Erfolgsre- ...  
 ... zep ist, so lautet die Antwort: Genau ...  
 ... das. Bibi ist 24 Jahre alt. Ihr neuer YouTube- ...  
 ... Kanal gibt es seit 2012, er hat 4,5 ...  
 ... Millionen Abonnenten und bisher ...  
 ... 1.380.000.000 Aufrufe. Sie ist die erfolg- ...  
 ... reichste deutsche Frau auf YouTube. Ob- ...  
 ... nun dass irgendeine Feministin je ein Lob- ...  
 ... lied auf sie gemungen hätte, hat hier also ...  
 ... eine sehr junge Frau aus Köln im Paral- ...  
 ... lelluniversum YouTube stetig Karriere ge- ...  
 ... macht. Ihr Song wurde letzte Woche 3 ...  
 ... Millionen mal bei YouTube abgerufen.

Wap-bap ...  
 ... zu Millionen Mal! Das ist wahr- ...  
 ... scheinlich mehr, als die Beatles, die Stones ...  
 ... und Abba zusammen auf YouTube erreicht ...  
 ... haben. „Wap-bap“ ist ein schlichtes Lied ...  
 ... mit einer einfachen kleinen Melodie. ...  
 ... Sein Erfolg ist nicht leicht zu verstehen, ...  
 ... aber es gefällt mir mal viel Teenagern, ...  
 ... was soll also das Gemecker?

Das Gemecker geht ungefähr so: Bibi ...  
 ... ist peinlich. Bibi kann nicht singen. Bibi ...  
 ... hat den Song geklaut. Alles Vorwärts, die ...  
 ... meisten stimmen, vielleicht nicht. In ...  
 ... Wahrheit geht es natürlich um etwas an- ...  
 ... dera halt, kommt in Millionen Kinder ...  
 ... stimmen an, und Kinder sind eben nicht ...  
 ... nur Fans von Bibi, sondern auch Kunden.

... Song Wap-bap, ba-da-di-da-da ...  
 ... Wenn ich also meine Kinder in ihre ...  
 ... Zimmer schicke, um Bibis Clips zu ins- ...  
 ... hieren, tue ich Bibi in Wahrheit einen Ge- ...  
 ... fallen. Und darum tut Bibi mir jetzt auch ...  
 ... nichts. Sie schreibt eine lange Liste Auto- ...  
 ... gramme für meine Kinder und ihre ...  
 ... Freunde.

... Auf dem Weg nach Hause. Anruf mei- ...  
 ... ner minderjährigen Tochter: „Mama, Bibi ...  
 ... hat dich in ihre Suspashatory aufge- ...  
 ... nommen“ - du bist Interview Nummer ...  
 ... sieben.“

... Ich bin Interview Nummer sieben! In ...  
 ... Bibis WhatsApp haben auch ich es un- ...  
 ... ter die Top Ten geschafft.

... will ich, wie es ist, sondern ...  
 ... chronischen findet, dass ...  
 ... sie will, sondern wegen des ...  
 ... bereits an sich. In der Kind- ...  
 ... Genie Schwann eingehend ...  
 ... Nick sagte: „Hey, Gibi, Thom- ...  
 ... schick“. Eine halbe Minute ...  
 ... für keine seiner Verlobung ...  
 ... beendete, indem er sagte: „Ein ...  
 ... talk show über Frustration“ - and ...  
 ... Library ist nicht dabei.“

... Aber es gibt auch ermutigende ...  
 ... Themen im Leben unserer 3-Jöhre- ...  
 ... Genies zum Beispiel kann er in ...  
 ... seiner und setzte sich auf den ...  
 ... Bescher, sessel, ohne die Zeitschriften ...  
 ... und die Post runterzunehmen. ...  
 ... Er sagt also merk- ...  
 ... würdig erhöht vor mir und ...  
 ... fragte mich, was es mit der 1000- ...  
 ... Schuss- ...  
 ... Theorie auf sich hätte. Sein ...  
 ... Freund Finn habe im Schulbus ...  
 ... davor gesprochen und er frage ...  
 ... sich, ob das wirklich stimmt, ...  
 ... denn dann habe er ein Problem. ...  
 ... Die 1000-Schuss-Theorie besagt, ...  
 ... dass ein Mann im Leben genau ...  
 ... einmald tausend Gelegenheiten ...  
 ... erleben kann. Danach ist Feiern ...  
 ... Mit diesem kruden Unisim sollten ...  
 ... in frü- ...  
 ... heren Zeiten die Jungen von ...  
 ... älteren abgehalten werden. ...  
 ... Es kann aber auch sein, dass diese ...  
 ... Formel gar nicht kommentiert, ...  
 ... sondern dieser Frage herrscht ...  
 ... denn wieder große Einigkeit unter ...  
 ... den sonst so missgünstigen ...  
 ... YouTube- ...  
 ... der Einfachheit halber überaupt ...  
 ... nicht über Geld spräche. Und ...  
 ... warum sollte sie auch?

... Wie Bibi so dasitz und mit ihrem ...  
 ... süßen Mund entweder redet oder ...  
 ... lacht oder beides gleichzeitig ...  
 ... macht, wissen natürlich alle hier im ...  
 ... Raum, ihr Manager, ihr Freund, ...  
 ... der Fotograf, sie und ich, dass ihr ...  
 ... Gesicht, ihr Lachen, ihr Kanal und ...  
 ... auch die „Hähhähäh, meine Lieben“ ...  
 ... eine einzli- ...  
 ... Projektionsfläche für Marketing und ...  
 ... Produktwerbung ist. Was immer ...  
 ... Bibi ...  
 ... lobt und anpreist oder auch nur in ...  
 ... die Kamera blickt, kommt in ...  
 ... Millionen Kinder stimmen an, ...  
 ... und Kinder sind eben nicht nur ...  
 ... Fans von Bibi, sondern auch Kunden.

... Song Wap-bap, ba-da-di-da-da ...  
 ... Wenn ich also meine Kinder in ihre ...  
 ... Zimmer schicke, um Bibis Clips zu ...  
 ... ins- ...  
 ... hieren, tue ich Bibi in Wahrheit ...  
 ... einen Ge- ...  
 ... fallen. Und darum tut Bibi mir jetzt ...  
 ... auch nichts. Sie schreibt eine ...  
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... Auf dem Weg nach Hause. Anruf ...  
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... Ich bin Interview Nummer sieben! In ...  
 ... Bibis WhatsApp haben auch ich es ...  
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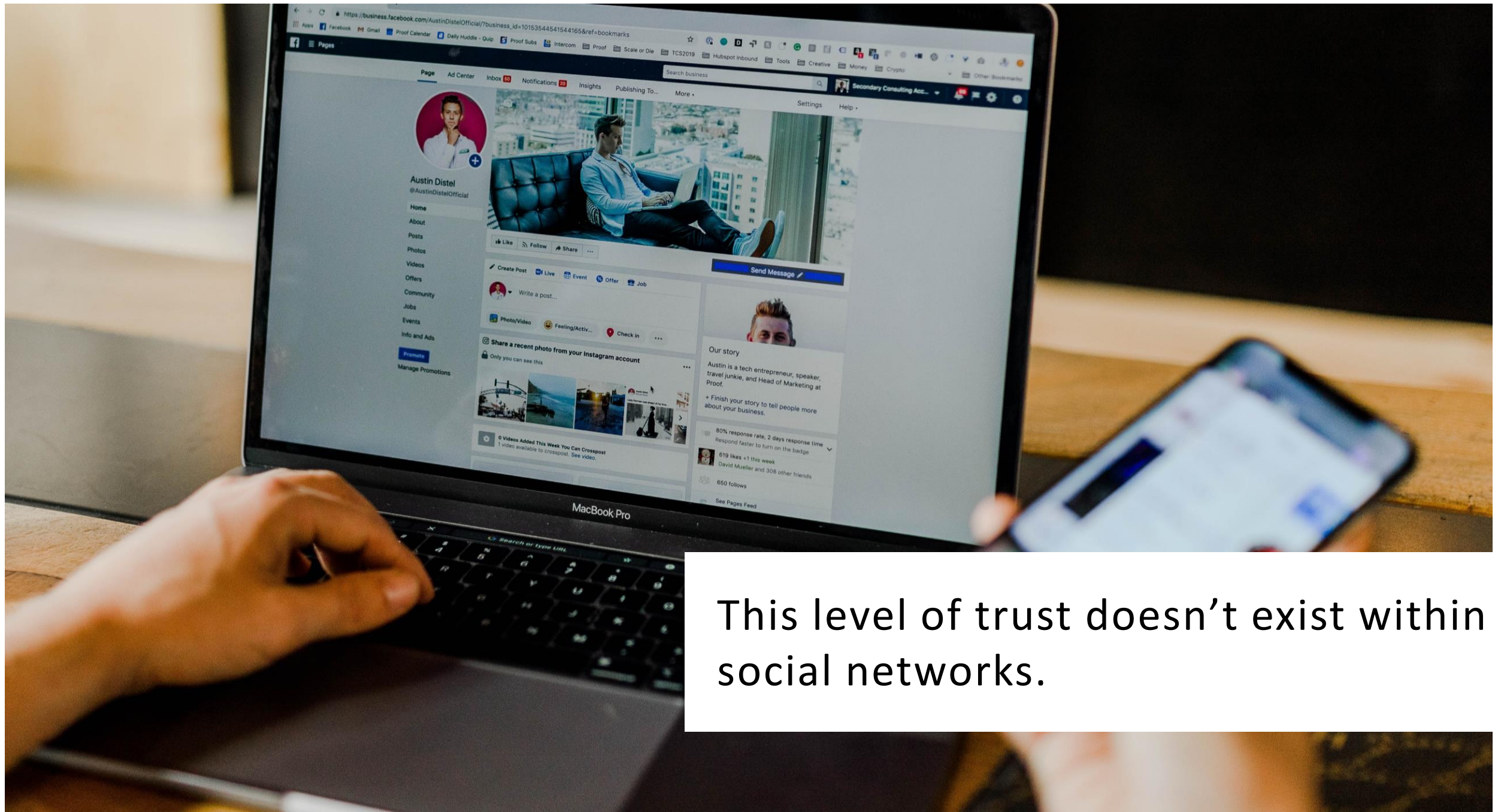
**But 88% of Canadians still read a newspaper - either in print or digital format - at least once a week. This is a 3% increase since 2012.**



Why?

A blurred background of a meeting or conference. In the foreground, a person is seen from the side, wearing a patterned blazer and black tights, holding a pen and writing on a notepad. Other people in the background are also taking notes, creating a sense of a busy, professional environment. The lighting is soft and focused on the foreground subject.

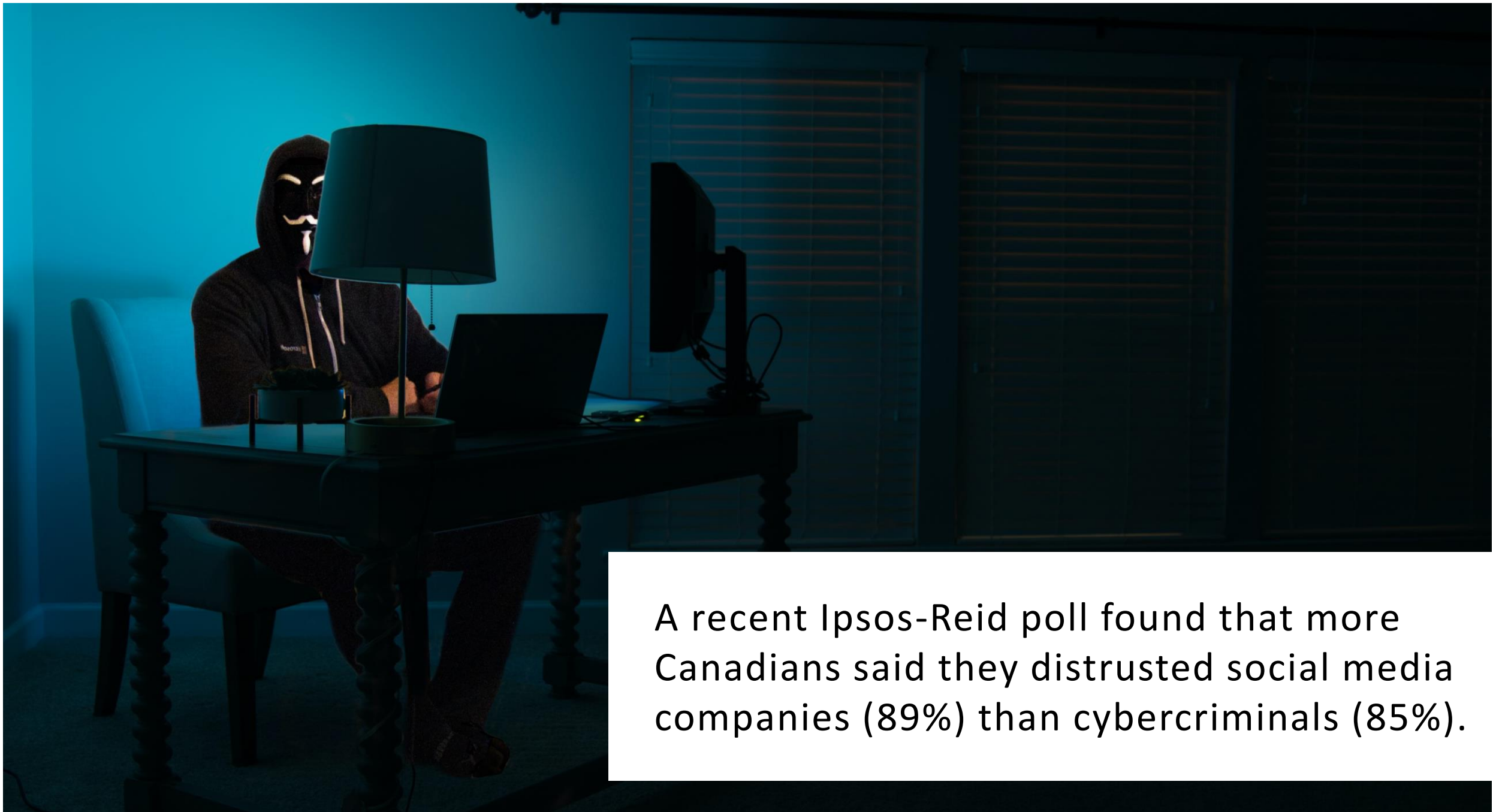
**TRUST**



This level of trust doesn't exist within social networks.



Media Technology Monitor found that while more than 70% of Canadians consider Twitter and Facebook to be news sources and only 11% (Twitter) and 15% (Facebook) trust the information they receive in these platforms.



A recent Ipsos-Reid poll found that more Canadians said they distrusted social media companies (89%) than cybercriminals (85%).

A red metal trash bin is overflowing with bright orange and yellow flames. The bin is set against a dark brick wall. The fire is intense and appears to be burning uncontrollably. The text "Fake news was (is) a problem." is overlaid in white on the lower half of the image.

**Fake news was (is) a  
problem.**

A silhouette of a person's head and shoulders is centered in the foreground, facing away from the viewer. The background is a large, intense fire or explosion, with bright orange and yellow flames and smoke billowing upwards. The overall scene is dramatic and somber.

**And it's everywhere.**



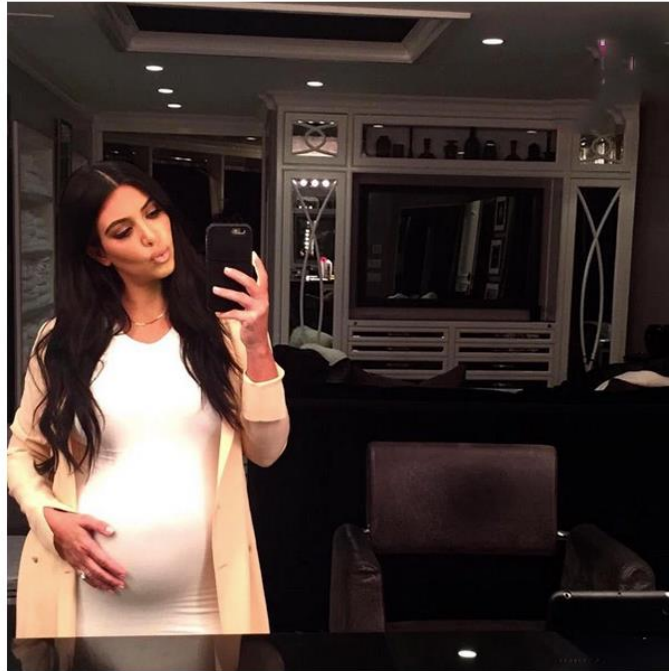


A CIRA research study found that 75% of Canadian internet users had come across fake news at least sometimes and 57% had been taken in by a fake news item.

## **BREAKING** Kim Kardashian Is Pregnant With Triplets!

Move over, **Beyoncé!** **Kim Kardashian** just dropped some big news — well, three of them to be ex

The 36-year-old reality star announced on Instagram today that she and husband **Kanye West** are expecting TRIPLETS!



"Third times a charm!" she wrote on Instagram. "Or five times. Whatever!"

**Khloé Kardashian** also got in on the baby news, posting on Twitter that she was "ecstatic."

Not all fake news is created equal.



Brittany Pettibone  
@BrittPettibone



Follow

#PizzaGate is a world-wide citizen investigation now. It cannot be stopped. At this point, the truth being brought to light is inevitable.

RETWEETS

5,297

LIKES

6,467



3:01 AM - 20 Nov 2016

367 5.3K 6.5K



65% were worried  
that fake news was  
being used as a  
weapon.



CIRA research confirmed that 70% of Canadians were concerned that fake news could impact the 2019 federal election.

# WHERE WE COME IN...

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**CRAFT**  
PUBLIC RELATIONS



**News Media** Canada

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**Médias d'Info** Canada

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Develop a program to empower and educate Canadians on how to critically assess news and distinguish legitimate news from fake news - all while reinforcing the role that newspapers play in providing credible news.

# IT HAD TO BE:



Simple, easy to understand and  
easy to remember



Rooted online



Newspaper centric

# WE NEED LESS OF THIS...

## How to Spot Fake News

### Lists of Known Fake News Sites

The idea here is to help you spot fake news by knowing which sites are purveyors of fake news. In mind that fake news can appear on sites that don't appear on any list of known fake news sources, produce reliable as well as unreliable news stories.

Two widely-circulated lists:

- **"False, Misleading, Clickbait-y, and/or Satirical "News" Sources"** by Professor Melissa Mattar. A long and widely-circulated list. Includes tips for analyzing news sources.
- Snopes' **Field Guide to Fake News Sites and Hoax Purveyors**. A shorter list with discussion and examples.

### Evaluating News Stories and News Sources

Knowing what to look for and what questions to ask can help when trying to identify fake news. Here are some criteria and questions to consider when assessing a news story:

- **The CRAAP Test** (Currency, Relevance, Authority, Accuracy, Purpose). A list of questions designed to help evaluate information. The U. of Toronto at Mississauga has a link to the original CRAAP Test.
- **The P.R.O.V.E.N. Test for Evaluating Sources** (Purpose, Relevance, Objectivity, Verifiability, Expertise, and No Bias). Designed to help determine if information sources are credible. Access via the Santa Clara University Fake News Guide.
- **The Process of Establishing Integrity Checklist**, by Dr. Susan Maret, Lecturer at the University of Toronto, and Project Censored contributor. Designed to provide a "self-empowering and didactic path to finding trustworthy articles." Global Critical Media Literacy Project; direct link to the Checklist.

## What is Fake News?

The [New York Times](#) defined "fake news" on the Internet as false articles deliberately fabricated to deceive readers, generally with the goal of profiting through clickbait. Clickbait is content whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page.

[Politifact](#) described fake news as fabricated content designed to fool readers and subsequently made viral through the Internet to large groups of people who further disseminate it.

## Fake News and Social Media

Social media platforms like Facebook and Twitter enable information sharing among their users, and many of these platforms present "news" items, ads or "sponsored content" in a manner that makes it difficult to distinguish real news sources from spoofed sites, or hoax sites. Most social media platform ad space is sold through brokers, meaning the platform often has no idea what is being advertised on their site. These characteristics make social media platforms an ideal place for fake news to flourish.

A good example of this can be seen in [this article](#), where Facebook CEO Mark Zuckerberg's post about fake news is lined up beside two fake news items.

## How to Spot Fake News

### Who

- **Who wrote it?** Check for the author's name. Is the name available or is it missing? Most authors who put time into a well-researched article will likely have their name attached to it.
- **What are their qualifications?** If the author's name is listed, find out who the person is and what their credentials are. Do a search on the author's name, find their occupation and other articles written by them. Is the author an expert in the field? Does the author work at a reputable organization? Are the articles well-researched?
- **Check the "About Us" section.** On the top or bottom of the website there should be a section called "About Us." This section outlines the purpose of the website. Does the organization have an authoritative team of journalists or writers? Or do they invite members of the general public to contribute? Reading about the host of the website will help you determine whether it is a trustworthy source.

### When

- **When was this article published?** Older articles may not contain up-to-date facts and might have broken links. Individuals sharing an older article may discover that some information has been disproven or debunked.
- **Was the article repurposed or updated?** Repurposed or updated content tends to have a disclaimer at the beginning or end of the article. News organizations may repurpose an article if a current event is related.
- **How important is the date?** The date gives you an indication of when the article was published. Websites may show time/date stamps in the article, but it is possible that these could be modified.

**Tips:** Run a search to see if there are similar articles written by other news organizations.

### Where

- **Does this web address (URL) look correct?** Typing in the wrong web address will direct you to a webpage that you were not intending to visit. It may lead you to a page with computer viruses. Be cautious of website URLs that are made to look official or real. A splashy looking website can contain fake news. Similar to a phone number, a minor mistake can take you to a completely different website.

With few exceptions URLs including their domains (.ca, .com, etc.) can be purchased by anyone. Many domains do not have any requirements to register. Some individuals trick users by using domain names to imitate an organization's official site.

**Tips:** If you do not know the URL, use a search engine and review the results for the result you are looking for.

- **Did I find this on Social Media?** Social Media platforms are not news organizations. These are platforms for people to create and/or share content.

AND MORE OF THIS...





# OUR SOLUTION

— HOW TO —

# SPOT

FAKE NEWS ONLINE

**Don't believe  
everything you see.**

Fake news and disinformation  
online are serious concerns for  
Canadians. Learn how to SPOT  
fake news and stop it in its tracks.

[www.SPOTfakenews.ca](http://www.SPOTfakenews.ca)

S

IS THIS A CREDIBLE **SOURCE**?

P

IS THE **PERSPECTIVE** BIASED?

O

ARE **OTHER** SOURCES  
REPORTING THE SAME STORY?

T

IS THE STORY **TIMELY**?

**S**

IS THIS A CREDIBLE **SOURCE**?

**P**

IS THE **PERSPECTIVE** BIASED?

**O**

ARE **OTHER** SOURCES  
REPORTING THE SAME STORY?

**T**

IS THE STORY **TIMELY**?

**V**

VÉRIFIER LA **SOURCE**

**R**

**REGARDER** L'OBJECTIVITÉ  
DE LA SOURCE

**A**

CHERCHER **D'AUTRES** SOURCES

**I**

**IDENTIFIER** SI LE MOMENT  
EST OPPORTUN



# Town Hall Meetings with SARM and SCIC

Ray Osh, Saskatchewan Association of Municipalities (SARM) President, sent an email to Vernon with the following information: "SARM has been meeting regularly with the Saskatchewan Crop Insurance Corporation (SCIC) and examining the stress and handling due to the intensity heavy rain and snow that an impressive fall harvest for many. When we met in December, we discussed holding meetings in the areas of the province before the start of your activity fall weather."

SCIC has arranged to meet with the following information: "SARM has been meeting regularly with the Saskatchewan Crop Insurance Corporation (SCIC) and examining the stress and handling due to the intensity heavy rain and snow that an impressive fall harvest for many. When we met in December, we discussed holding meetings in the areas of the province before the start of your activity fall weather."



A large crowd listened to the presentation by SCIC CEO and President Shawn Jaques.



ITUNA SR VS LOREBURN  
RAIDERS VS HUSKIES  
ROUND 1 GAME 1  
SATURDAY, FEBRUARY 1  
8:00 pm - Ituna Arena  
GAME 2  
FRIDAY, FEBRUARY 7  
8:00 pm - Loreburn  
GAME 3  
SUNDAY, FEBRUARY 16  
7:00 pm - Loreburn (if necessary)

## Over Consumption of Plastic

There is little doubt that waste plastics are a major environmental contaminant these days. This is not to suggest all plastics need to be abandoned and forgotten. It would be silly to think after decades of reliance on plastics for such a wide variety of things that we could merely give them the same treatment as most other man-made materials. The best means to reduce waste is to use plastics responsibly. This is not to suggest the current rate of plastic production is about one billion tons in these years according to a 2016 article in Scientific Monthly.

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IS THIS A CREDIBLE SOURCE?

www.SPOTfakenews.ca

IS THE PERSPECTIVE BIASED?

www.SPOTfakenews.ca

ARE OTHER SOURCES REPORTING THE SAME STORY?

www.SPOTfakenews.ca

IS THE STORY TIMELY?

www.SPOTfakenews.ca

# Highlander news

## Minden Hills looking at 5.3 per cent levy hike after second draft

Minden Hills staff have been asked to review the draft of a budget for 2020. The draft budget calls for a 5.3 per cent levy hike. The council will meet on Jan. 15 to discuss the draft budget. The council will also be asked to consider a 5.3 per cent levy hike. The council will also be asked to consider a 5.3 per cent levy hike. The council will also be asked to consider a 5.3 per cent levy hike.

For breaking news follow us on Facebook The Highlander

### Homemade Stew

A celebration of local ingredients

Saturday February 1, 2020

10:00am - 12:00pm

Admission: Adults \$25 / Seniors \$10

Professors: Adam Beatty & Corrie Cooper, Marjorie Lantz, Tracy Ward, Hu Rossell, Steve de la Berger

The Writers: Don Prosser, Steve Rossell & Paul Roggie, Eric Cooper & Paul Johnson & Emily Pender, Bruce Pender

Tickets online: [www.haliburtonfolk.com](http://www.haliburtonfolk.com)

Minden: On the Spot Variety | Haliburton: The Source/HiCo Electronics

### REBEL ELIXIR

Local Fresh Coffee

Fresh, recently roasted coffee beans are higher in healthy polyphenol antioxidants than ANY other food—and super tasty!

Roasted in Haliburton

facebook.com/halifreshroast

# Leader News

## Harry and Meghan should move here

It's one of my dreams, but that has often stopped me before. I've thought about it for years, but I've never had the chance to go to England, offering up Davidson as a potential home for Prince Harry and Meghan Markle. I've thought about it for years, but I've never had the chance to go to England, offering up Davidson as a potential home for Prince Harry and Meghan Markle.

## Hanley, Kenaston receive funding for speed signs

Hanley and Kenaston have received funding for speed signs. The funding will be used to install speed signs on roads in the area. The funding will be used to install speed signs on roads in the area.

IS THIS A CREDIBLE SOURCE?

www.SPOTfakenews.ca

ARE OTHER SOURCES REPORTING THE SAME STORY?

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IS THE PERSPECTIVE BIASED?

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IS THE STORY TIMELY?

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 News Media Canada  
Médias d'Info Canada



THANK YOU

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CRAFT

PUBLIC RELATIONS



A word cloud centered around the term "Public Relations". The largest and most prominent text is "Public Relations" in a bold, teal font. Surrounding it are numerous other terms in various sizes, colors (teal, purple, and pink), and orientations, all related to the field of public relations. The terms include:

- Effective
- Online
- Traditional
- Audience
- Community Relations
- Professional
- Marketing
- Connect
- News
- Print
- Reputation
- Media Training
- Feedback
- Media
- Target Public
- Communication
- Social
- Wow
- Results Share
- Positive
- Brand
- Open
- Modern
- Creative
- Facebook
- Exposure
- People
- Key Messages
- Two-way Communication
- Broadcast
- Image
- Stakeholders
- Events



# Canadian Public Relations Society

Toronto Society