



# FIVE OR NOTHING

FIGHT FOR FACTS

**OHIO UNIVERSITY 2023 BATEMAN ENTRY**

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# EXECUTIVE SUMMARY

Misinformation and the inability to discern credible news have detrimental consequences on democracy and civility, particularly in the news desert that is Athens, Ohio. The increasing prevalence of misinformation in the media, news, and daily conversation has greatly impacted the community: members are more distrusting of the news, more polarized, and less likely to vote. As journalists, public relations students, and citizens concerned about our weakening democracy, we partnered with the Public Relations Society of America to create the Five or Nothing campaign to spread awareness of the impacts of misinformation, educate individuals on how to recognize it, and empower them to be agents of change in stopping it.

To understand misinformation in the context of our audience's daily lives as well as the larger scope of American democracy, our team based our campaign on both community input and extensive secondary research. Initially, we distributed a survey to the Athens community through a range of online media channels to gather insights into the audience's trust in the news, ability to identify misinformation, willingness to seek out credible information, and general perceptions of the impact of both misinformation and news literacy (A1). We then gathered more in-depth information on news deserts, information-gathering habits, and means of news literacy education. Based on our primary findings and secondary research analyses, we designed a campaign that inspired a movement of news literacy advocates. The Five or Nothing campaign achieved **8,481 owned and shared social media impressions, 10,400 earned media impressions, and over 1,930 in-person event impressions.**

The Five or Nothing team prioritized facilitating discussions and providing educational tools to allow individuals' minds to be their armor against misinformation and disinformation. Through open discussion, educational equipment, and empowering messaging, the Five or Nothing team inspired individuals to do their part in stopping misinformation, for their individual sanity and collective responsibility as citizens of a democracy.

Our research revealed that education and thoughtful, skeptical analyses are crucial to news literacy and stopping the spread of misinformation. We transformed this concept into a phrase reminiscent of the commonly known "all or nothing" mindset: "Five or Nothing". The slogan is a reminder that empowers individuals to think about RumorGuard's five factors of credibility before sharing news, inspiring an "all or nothing" mindset in which individuals believe news must be fully credited to be worthy of spreading.

## SITUATION ANALYSIS

Athens, Ohio is considered a news desert even though a large number of the population is college students attending Ohio University. When a survey was sent out, 108 responses had mixed thoughts on the media and news literacy. More than half the recipients said they consumed news daily (A2), but then when asked about their trust in news outlets 51% replied "sometimes" (A3). While respondents had an overwhelming belief that news literacy skills are important (A4), there was a lack of willingness to seek out further resources (A5). Our primary research showed that while our audience feels confident in their own abilities to identify misinformation (A6), there was an overwhelming belief that the media is biased (A7). Five or Nothing utilized this data to create a low-budget, nonpartisan campaign plan to inform Ohio University students and Athens citizens about the tools provided by the News Literacy Project and their new platform Rumor Guard.

# TARGET AUDIENCE

## Ohio University Students at Large

Given the research on this age group's susceptibility to misinformation on social media, in addition to University students' interest in seeking media without biases (A8) but lack of interest in obtaining news literacy resources (A5), we decided that Five or Nothing messaging should primarily target the demographic most involved in spreading information on social media.

## Ohio University Journalism Students

The E.W. Scripps School of Journalism is a top-ranked journalism school that prioritizes critical thinking and social responsibility. Future journalists play a crucial role in facilitating the ethics of news literacy and credible information, so we tailored our campaign to inspire future journalists to lead as agents of change against misinformation.

## Athens Residents

Our research on news deserts demonstrated the need for our campaign to reach Athens locals. We prioritized creating initiatives that extend to all of the Athens community, using diverse approaches to appeal to locals' attitudes and behaviors.

# PRIMARY RESEARCH

Five or Nothing received 108 responses from students and citizens of Athens, gaining the following insights:

- 79% of respondents were Ohio University students, while 21% were Athens residents (A9).
- 92% were from Generation Z (1997 - 2012) and 8% were from older generations, Millennials (1981 - 1996) and Generation X (1965 - 1980) (A10).
- 34% of respondents reported getting news via news outlet websites and apps and 46% of respondents reported getting news from social media, including TikTok, Instagram, LinkedIn, and Snapchat (A11).
- 72% of respondents agreed that the media is biased, 7% disagreed that the media is biased, and 21% remained neutral (A7).
- 99% of respondents believed that it is important to identify misinformation (A4), but only 19% felt very confident in their ability to identify misinformation (A6) and **only 15% stated that they would be very likely or likely to seek out news literacy resources (A5).**

With these results from the survey, our Five or Nothing team moved forward with events and plans to change the minds of those who felt a lack of trust in the media and equip them with the facts to stop misinformation.



# SECONDARY RESEARCH

To begin our investigation into why the Athens population would be reluctant to learn more about recognizing misinformation in their daily news, Five of Nothing first identified news audiences, where they get their news, their trust in the validity of news sources, and what tools they use to research further into the news they are viewing.

For secondary research, we looked toward the student population and we analyzed how they identify their daily information through an online survey:

- Students are more likely to get their news from social media apps like Tik Tok, Instagram, Twitter, and others ([A12](#)).
- When getting their political updates, younger generations are less informed about a wide range of topics and are more likely to believe misinformation tactics as well as become biased in political information through suggested content ([A13](#)).
- Younger generations who use social media and have access to vast amounts of information fail to identify important events occurring, such as political events ([A14](#)).

Another group Five or Nothing looked at is the citizens of Athens who reside in a news desert ([A15](#)):

- With few proper news outlets, other than what is provided by Ohio University, citizens are not getting the same daily updates on a broader range of news.
- Some areas of Athens have zero digital access due to financial and technical complications creating a digital divide.
- Bias is created through a lack of trust in daily media, and without proper information access, citizens may only seek out what aligns with their beliefs and distrust other sources.

## CHALLENGES & OPPORTUNITIES

### *Disinterest in Personal Responsibility*

Survey results indicated that respondents do not feel the responsibility to seek out fact-checking resources despite expressing a desire to seek media without bias ([A8](#)). A majority of respondents were not willing to seek out misinformation and news literacy resources; 36% of respondents were somewhat likely to seek out resources, 32% of respondents were less likely to seek out resources, and 17% of respondents were not at all likely to seek out resources ([A5](#)). However, as stated in the situational analysis, a vast majority of respondents believed the ability to identify misinformation was important, and no responses believed this ability was rarely or not at all important ([A4](#)).

The team's challenge was not just inform residents on news literacy, but to make them care. Attempting to make a group passionate about an issue they can acknowledge but still disregard is a difficult task, but presents a unique opportunity to show individuals how they will face the consequences of their disregard toward news literacy. Through open discussion and news literacy-themed games at tabling events, we were able to show individuals how their own biases and overconfidence can lead to the unintentional acceptance of misinformation. We first showed individuals that they may not know as much as they thought about misinformation through interactive games. Then through personal conversations, we encouraged them to vow their advocacy against misinformation by signing the Five or Nothing pledge.

# CHALLENGES & OPPORTUNITIES CONT.

## *Economic Stress and Inability to Give*

Athens County has a poverty rate of 20.9%, which is significantly higher than the average poverty rates at both the state and national levels ([A16](#)). With the economic distress faced by Athens residents and the presence of predominantly small businesses with limited resources, several businesses expressed their inability to provide in-kind donations in support of the campaign. In addition to the economic stress of businesses, the low number of businesses in the area results in the frequent request of using their spaces for events. These businesses lack the time, resources, and energy to work with the high number of event requests, making it difficult to find businesses who can donate space. As a result, the Five or Nothing team was tasked with creating a low resource, low budget campaign that would still spark attention, spread awareness, and empower change. Our minimal ability to work with businesses caused us to focus on where both the problem and solution lie: the community and their attitudes. Rather than prioritizing sponsorships and vaguely-related events, we went straight to the heart of the issue and opened minds through deep, honest conversations and education.

## MISSION & GOALS

### *Campaign Goal*

Our goal was to facilitate deep discussions among Ohio University students and the public on the prevalence of misinformation, educate and equip them with the tools to identify credible information, and empower individuals to be agents of change in the age of misinformation.

### *Rationale and Branding*

#### *Five or Nothing Campaign Name*

Our slogan is a pledge in itself. It is a promise to consider the five factors of credibility: authenticity, source, evidence, context, and reasoning. It is an acknowledgment that credibility is an "all or nothing" matter in which truth is an uncompromisable requirement for any news that one may absorb or spread. The Five or Nothing logo is a visual depiction of this pledge.

#### *Mission Statement*

Five or Nothing sought to empower individuals through open discussions and interactive education. In the current landscape of misinformation, media distrust, and political polarization, education is the path to preserving democracy. We aimed to equip individuals with the knowledge and tools to combat misinformation.

Our campaign was rooted in the mindset that credibility is a "five or nothing" - the news must match the RumorGuard's five factors of credibility to be considered worthy of sharing.

# KEY MESSAGING

## *Education*

To accomplish the goal of empowering a movement of news literate individuals who fight against misinformation, the five factors of credibility must be instilled in daily reading and comprehension practices. We taught individuals the importance of constantly considering authenticity, source, evidence, context, and reasoning when consuming news.

## *Empowerment*

It is up to the individual to recognize misinformation, call it out, and fight against it. We worked to empower the individual to take on the responsibility of knowing how to differentiate fact from fiction - because when you know how to find the truth within yourself, you cannot be influenced by others. Individuals who sign our Five or Nothing Pledge commit to fighting misinformation.

## *Balancing Open-Mindedness and Healthy Skepticism*

Bias often infiltrates perceptions of credibility. We want to teach individuals that to not discount news that is misaligned with their initial beliefs, and to hold the same skepticism for their own political perspective as they do their "opposition." We challenged perspectives by sharing facts and fiction from all sides of the political spectrum.

# CAMPAIGN PLAN

## *Objective 1*

Raise awareness of the importance of news literacy and discerning credible news by earning one media placement in local publications and generating positive interest in news literacy through conversations within our target audience.

**Strategy I:** Complete a sidewalk-chalk event, creating interactive news literacy prompts on campus sidewalks to generate curiosity and conversations about the campaign.

**Rationale:** Because campus is at the heart of the Athens economy, the sidewalk messaging will create word-of-mouth within both the student and local audiences.

- Write our campaign name, social media handles, and interactive prompts about news literacy on sidewalks across campus.
- Create images and videos of the process to upload to social media, so viewers will associate the chalk art with the Five or Nothing campaign ([A17](#)).

**Strategy II:** Pitch the Five or Nothing campaign to traditional and social media outlets with content that informs the community about the importance of news literacy.

**Rationale:** Due to the challenges of living in a news desert, student and local publications provided the most efficient way to share information with a large portion of our audience. This would boost engagement with our social media and drive attention toward our campaign.

- Develop a press release and share with student publications at Ohio University and local newspapers to generate awareness about our campaign ([A18](#)).
- Connect with local newspapers and pitch stories to share the Five or Nothing initiative.



# CAMPAIGN PLAN CONT.

**Strategy III:** Collaborate with three local businesses to generate media attention for our campaign and to encourage community involvement outside social media.

**Rationale:** A majority of our audience are Ohio University students, so partnering with local businesses that students frequent helps them involved with our campaign.

- Partner with a local bookstore to bring awareness to literature and educational resources relating to news literacy.
- Partner with a local bar that's popular with students to attract attention from the student body and drive traffic to our social media.
- Partner with the local coffee shop to encourage both student and community engagement in the campaign.

## Objective 2

Empower a news literacy movement across the University and local community through educational content that generates at least 3,000 owned and shared media impressions and inspiring 119 people to sign the Five or Nothing Pledge ([A19](#)).

**Strategy I:** Utilize social media to promote news literacy education and establish a network of empowered individuals.

**Rationale:** 46% of survey respondents get their news from social media ([A11](#)), so we decided to reach our audience in the same place they are vulnerable to misinformation.

- Use the @5\_OrNothing Instagram, Twitter, and TikTok to promote campaign events, post educational resources, and share original videos of interactive games and interviews ([A20](#)).
- Partner with the Ohio University Scripps College of Communication and Scripps PRSSA Instagram accounts to enhance reach.
- Partner with the two local businesses to promote our campaign and further expand our reach.
- Create a giveaway to incentivize the audience to follow the campaign and sign the pledge ([A21](#)).

**Strategy II:** Complete an in-person game to test the audience's news literacy knowledge, facilitate discussions around news literacy, and create content around contestants' learning and devoting to the Five or Nothing Pledge.

**Rationale:** Our research showed that a considerable amount of the audience are not willing to seek out resources ([A5](#)), so we decided to host a gaming event to bring resources to them.

- Incentivize game participation by giving away free coffee coupons to students who correctly identify misinformation.
- Present hot topics of news, both politically neutral and both ends of the political spectrum, to contestants and ask them to identify what information is fact and fiction based on the five factors of credibility (Authenticity, Source, Evidence, Context, & Reasoning).
- Facilitate discussions about why participants selected their answers, the importance of news literacy, and how to use this information moving forward.
- Ask participants to show support by signing our Five or Nothing pledge and taking a photo with the Five or Nothing pledge poster.

# EVALUATION

## Objective 1: Exceeded

Raise awareness of the importance of news literacy and discerning credible news by earning one media placement in local publications and generate positive interest in news literacy through conversations within our target audience.

### Results

- Five or Nothing earned a media placement in The Post ([A22](#)) earning **10,000 impressions** in the publication that is distributed to over 150 locations across Athens and on Ohio University's campus.
- The Ohio University Journalism School sent out a press release (written by the campaign ) to encourage over 400 undergraduate students to engage in the campaign ([A18](#)).
- Five or Nothing partnered with Little Professor Bookstore to select five news literacy books for a week-long window display promotion that depicted the Five or Nothing mission. The event resulted in **280 in-store visits** and all displayed books were sold ([A23](#)).
- The "Get Lit(erate)" event with The Over Hang bar featured a special news literacy drink, with menu displays prompting the importance of "sober truth" in news and social conversations ([A24](#)). The event resulted in **1,350 in-person impressions, 560 sales, and a revenue of \$2,194**. Through our own social media and the bar's promotion of the event, we earned **1,137 owned and shared social media impressions**.
- Donkey Coffee distributed **100 coffees** with a specialty sleeve including the Five or Nothing sticker, mission, and pledge to encourage conversations around news literacy.
- Over **13 businesses** agreed to be "leaders in truth", posting Five or Nothing educational flyers on their storefronts for both community and campus members to learn from ([A25](#)). Court Street is the hub of Athens, in which all students must cross the street to get to classes, and where everyone in the area goes for food, drink, and shopping.

## Objective 2: Exceeded

Empower a news literacy movement across the University and local community through educational content that generates at least **3,000 owned and shared media impressions** and inspiring **119 people** to sign the Five or Nothing Pledge.

### Results

- Five or Nothing earned **4,946 owned, shared, and paid media impressions** through TikTok, Instagram, and Twitter, educating students through quotes from news literacy professionals, tools for identifying misinformation, and empowering language to inspire change.
- The team successfully completed a day in the life with both the Scripps College Instagram and the Scripps PRSSA instagram, resulting in **3,535 impressions**.
- In an Instagram giveaway for a \$20 Donkey Coffee gift card, we successfully **reached 1,177 accounts** and specifically motivated an additional 10 pledge signatures.
- Our Facts v. Fiction Tabling game worked to hold a mirror to our audience, revealing that they may not be as good at identifying misinformation as they think. The event took place at Baker University Center, which is known as the campus travel hub for the University's 29, 217 students due to its connecting of the upper and lower campus. Over 3 days, we facilitated meaningful discussions on the importance of news literacy, the RumorGuard Five Factors of credibility, and the individual responsibility of stopping misinformation. We engaged with over 200 students, directly and indirectly inspiring **119 pledge signatures** ([A26](#)).

# BUDGET

A full itemized budget is available on [pg. 9](#).

EXPENSES		
Source	Item	Amount
Walmart	Sticker Sheets	\$10.69
Front Room Coffee House	Coffee Cards	\$88.48
Ohio University	Printing Services	\$19.50
Large Poster	CVS Photo	\$7.48
Ad Booster	Instagram	\$13.57
<b>Total:</b>		<b>\$139.72</b>

IN-KIND DONATIONS		
Sponsor	Item	Value
Donkey Coffee & Espresso	Coffee Sleeves	\$13.99
Donkey Coffee & Espresso	Gift Card	\$20.00
<b>Total:</b>		<b>\$33.99</b>

# CONCLUSION

The Five or Nothing campaign successfully educated the Ohio University and Athens community about the importance of news literacy and how to differentiate fact from fiction in the news. Through the encouragement of **education, empowerment, open-mindedness and, healthy skepticism**, we inspired over 100 individuals to sign the Five or Nothing pledge ([A26](#)). While the number may seem small, the number of signers compared to the size of the Athens community reflects the impact of this movement. In an area in which a news desert inflicts hardships on half of the community and the over-saturation of misinformation on social media suffocates the other half, the Five or Nothing Team found a way to connect and create a movement that brought support from the entirety of Athens. Our audience felt overly skeptical of the news and overly confident in their personal ability to not be influenced. Through open discussion and education, we inspired a number of students to commit to being news literacy advocates dedicated to **stopping misinformation in its tracks**.



# ITEMIZED BUDGET

## Walmart

Matte Sticker paper sheets: 1 pack of 15 sheets = \$10.69 (2/11/23)

## Front Room Coffee House

Coffee Cards: 30 cards for \$2.75 each = \$88.48 (2/14/23)

## CVS Photo

12x18 Large Print Poster: 1 large poster = \$7.48 (2/20/23)

## Instagram

Ad Booster: \$13.57 (2/24/23)

## Ohio University Printing Services

5 or Nothing Flyer for Little Professor Partnership: 4 pages = \$1.00 (2/06/23)

Drink Rack Card for Overhang Event: 4 pages = \$1.00 (2/17/23)

Flyers for Overhang Event: 4 pages = \$1.00 (2/17/23)

Giveaway interest forms: 5 pages = \$1.25 (2/19/23)

5 or Nothing Rack Cards: 50 pages = \$12.50 (2/19/23)

5 or Nothing Flyer: 15 pages = \$3.75 (2/19/23)

**Total for itemized budget: \$139.72**

# IN-KIND DONATIONS

## Donkey Coffee & Espresso

Coffee Sleeves: 100 count = \$13.99

Gift Card: \$20 value

**Total in-kind donations: \$23.99**

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# APPENDIX 1

The online survey shared with Ohio University students and Athens residents.

## [News Literacy Survey](#)

### News Literacy Info Survey

We are creating a public relations campaign for our client, the News Literacy Project. In order to create this campaign, we need an understanding of the general public's knowledge of news literacy, misinformation, and how people share news. We need your help! Please fill out this survey with your honest answers. All survey answers will be anonymous. Thank you!

The PRSSA Bateman Team

All demographic questions are optional, but will help aid our research and understanding of how different groups feel about media and news literacy. Please answer what you feel comfortable with.

What generation are you?

- Gen Alpha (After 2013)
- Gen Z (1997 – 2012)
- Millennial (1981 – 1996)
- Gen X (1965 – 1980)
- Baby Boomer or Silent Generation (Before 1965)

What geographic location did you grow up in?

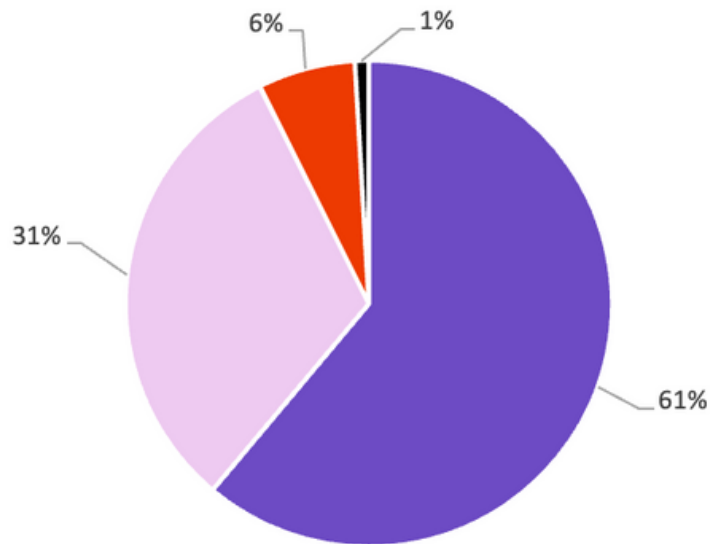
- Rural
- Suburban
- Urban



# APPENDIX 2

The frequency of news consumption among survey respondents.

### News Consumption Frequency

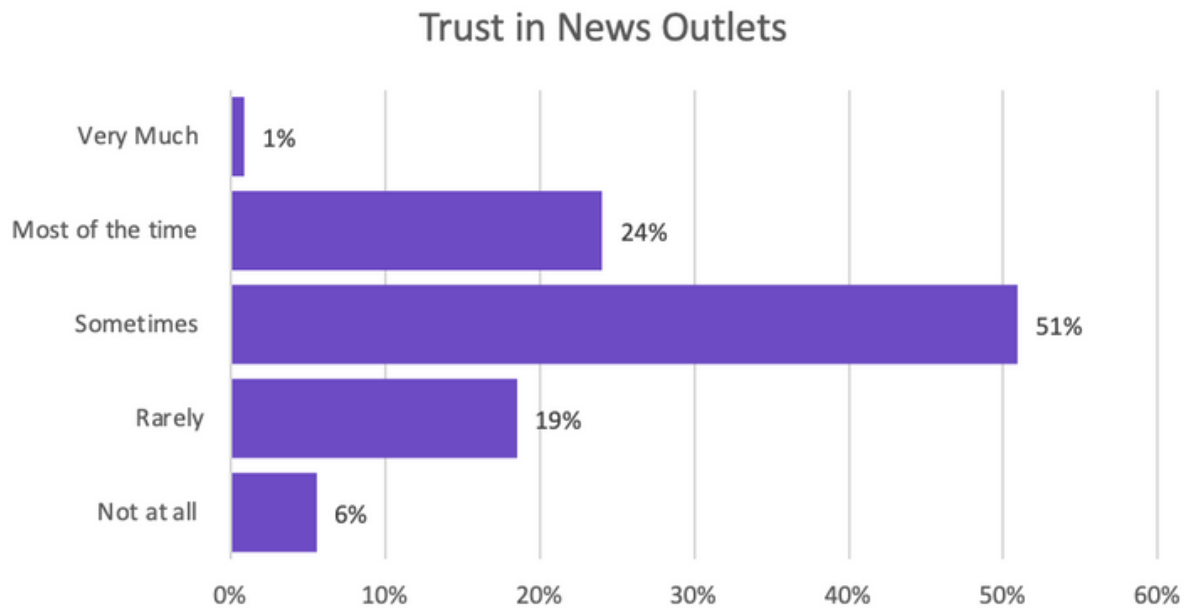


- Daily or multiple times a day
- Between one and three times per week
- Between one and five times per month
- Never

News Consumption Frequency	Percentage	Frequency
Daily or multiple times a day	61%	66
Between one and three times per week	31%	34
Between one and five times per month	6%	7
Never	1%	1

# APPENDIX 3

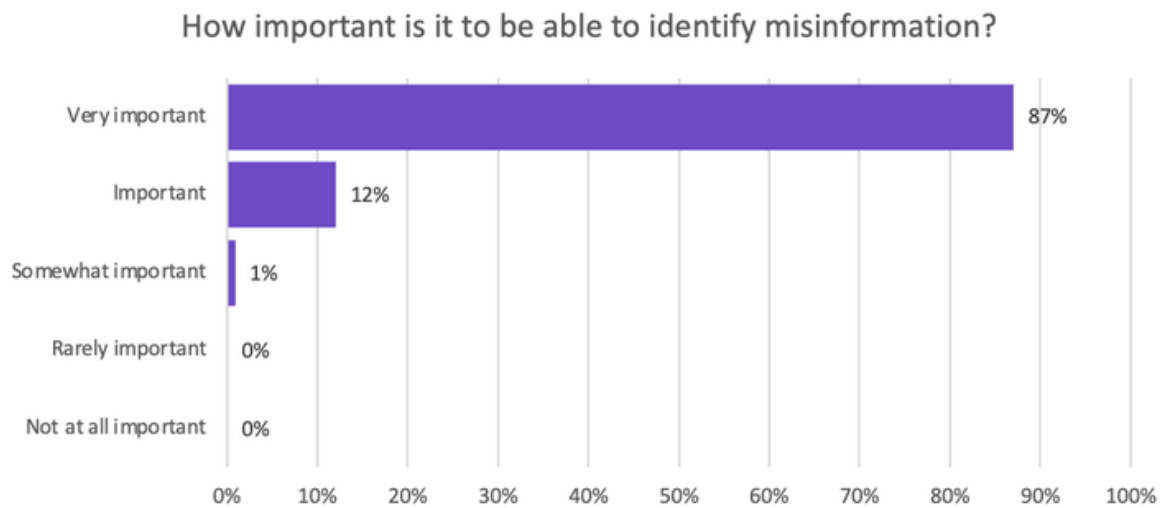
Respondents opinions about how much they trust news outlets.



Trust in News Outlets	Percentage	Frequency
Not at all	6%	6
Rarely	19%	20
Sometimes	51%	55
Most of the time	24%	26
Very Much	1%	1

# APPENDIX 4

The opinions of survey respondents in regards to the importance of being able to identify misinformation.

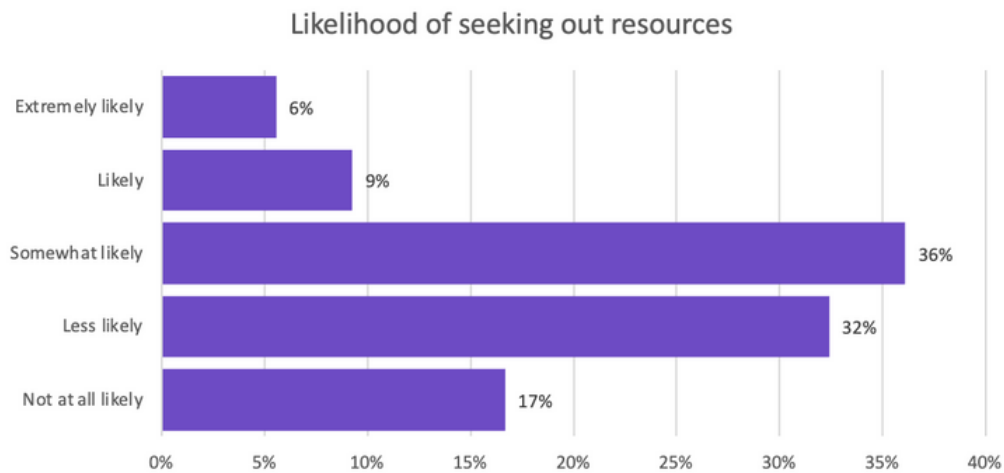


Importance in identifying misinformation?	Percentage	Frequency
Not at all important	0%	0
Rarely important	0%	0
Somewhat important	1%	1
Important	12%	13
Very important	87%	94



# APPENDIX 5

Respondents willingness to seek out news literacy resources.

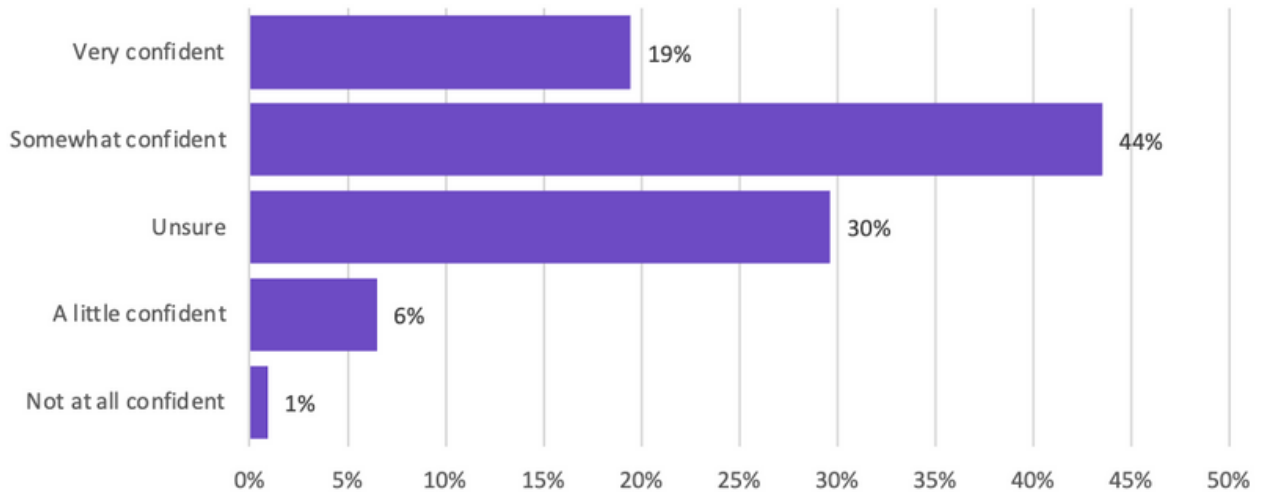


Likelihood to seek out news literacy resources	Percentage	Frequency
Not at all likely	17%	18
Less likely	32%	35
Somewhat likely	36%	39
Likely	9%	10
Extremely likely	6%	6

# APPENDIX 6

Respondents self-reported assessment of their confidence in identifying misinformation.

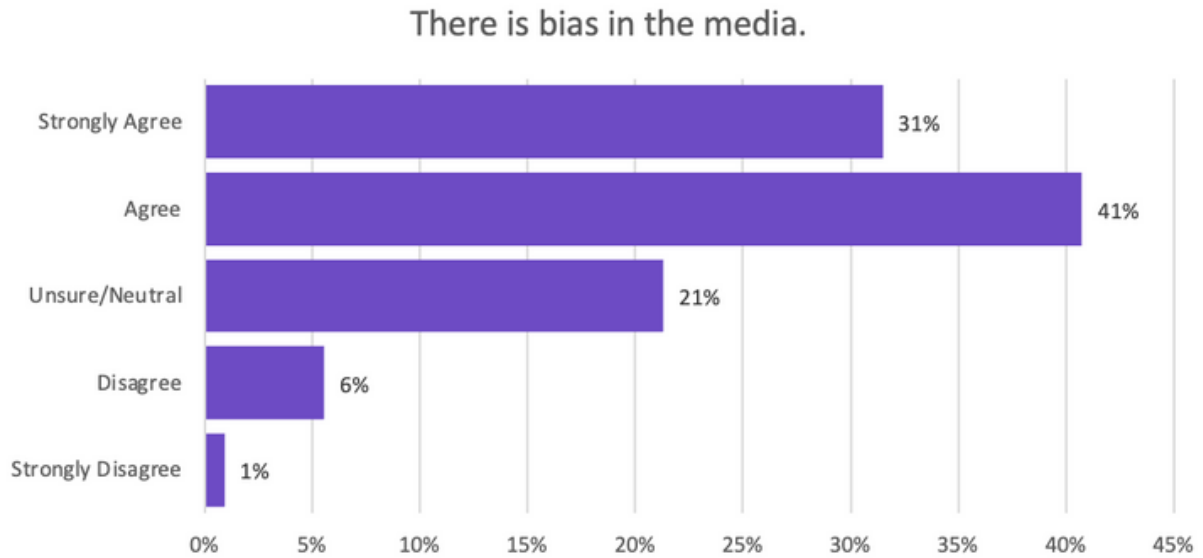
Confidence in Identifying Misinformation



Confidence in identifying misinformation	Percentage	Frequency
Not at all confident	1%	1
A little confident	6%	7
Unsure	30%	32
Somewhat confident	44%	47
Very confident	19%	21

# APPENDIX 7

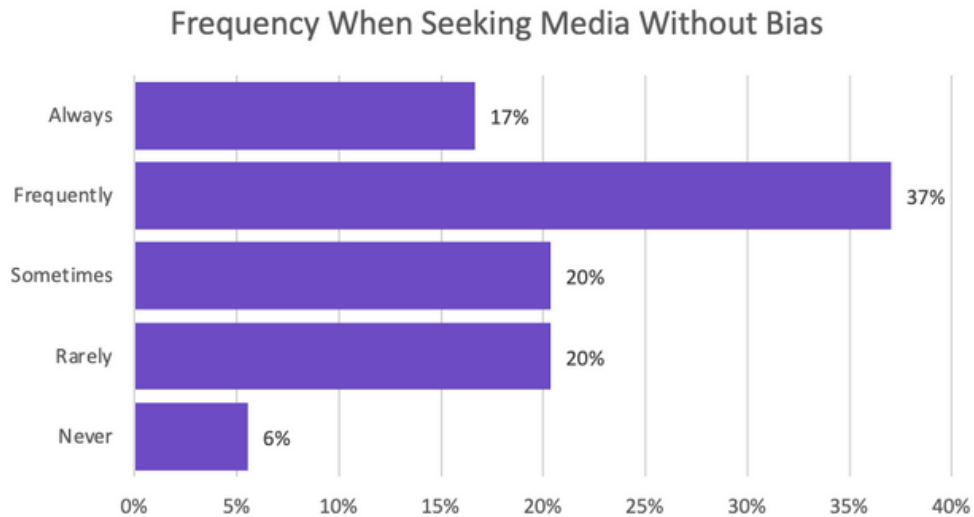
Respondents opinions about whether the media is biased.



There is bias in the media.	Percentage	Frequency
Strongly Disagree	1%	1
Disagree	6%	6
Unsure/Neutral	21%	23
Agree	41%	44
Strongly Agree	31%	34

# APPENDIX 8

Respondents opinions about their desire to seek media without bias.

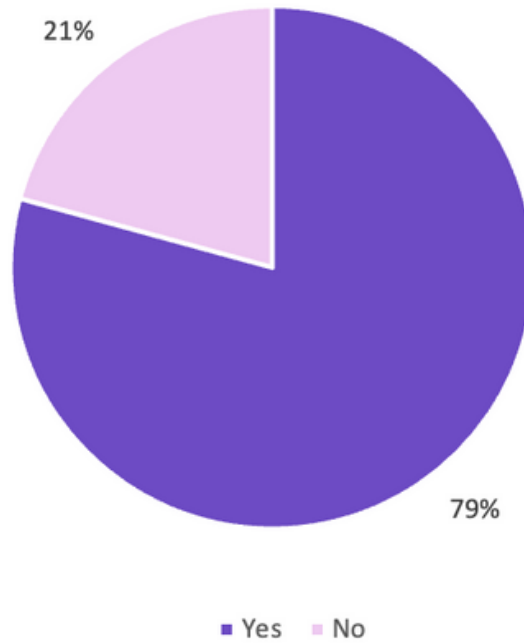


Seek Media w/o Bias	Percentage	Frequency
Never	6%	6
Rarely	20%	22
Sometimes	20%	22
Frequently	37%	40
Always	17%	18

# APPENDIX 9

The percentage of survey respondents who were Ohio University students versus non-Ohio University students.

Ohio University Student Frequency



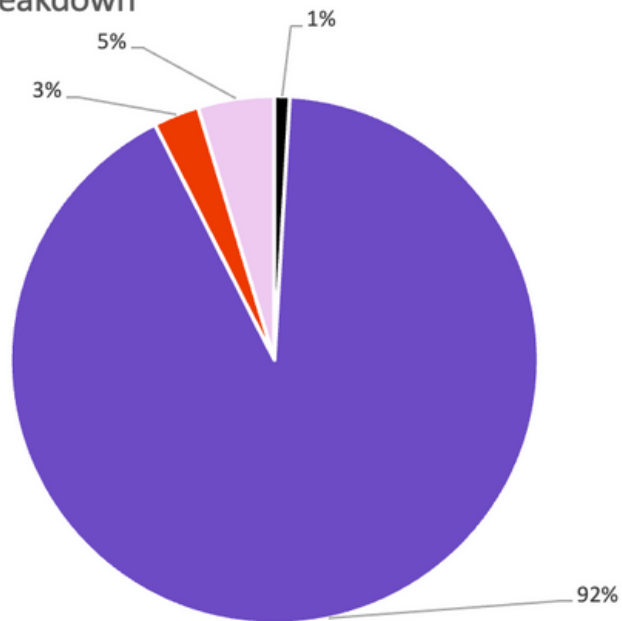
Ohio University Student?	Percentage	Frequency
Yes	79%	84
No	21%	22



# APPENDIX 10

The percentage of survey respondents from each generation.

Generation Breakdown

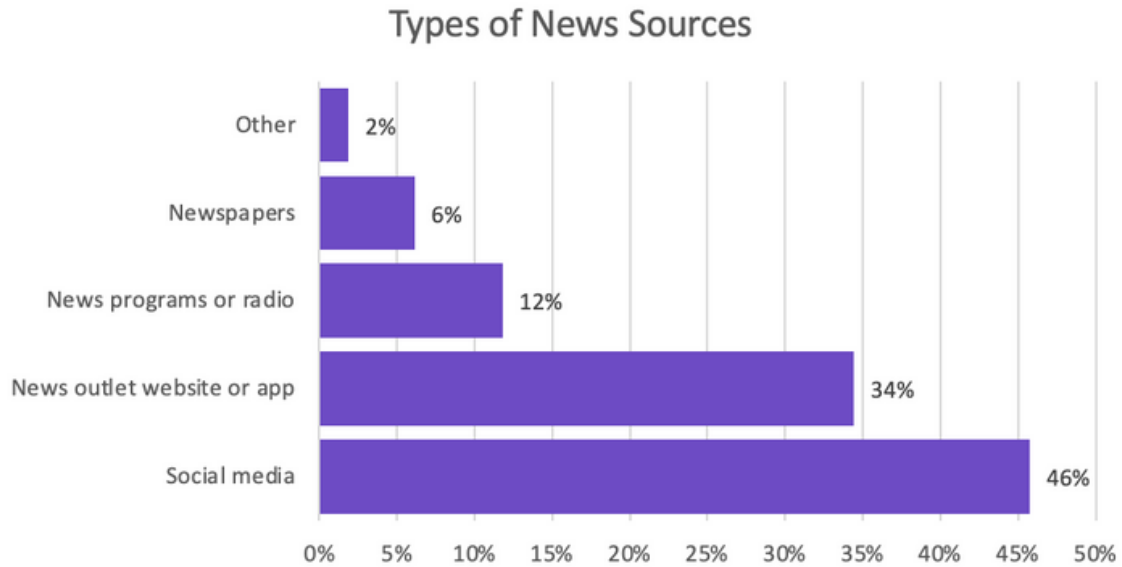


■ Gen Alpha (After 2013) ■ Gen Z (1997 – 2012) ■ Millennial (1981 – 1996) ■ Gen X (1965 – 1980)

Generation	Percentage	Frequency
Gen Alpha (After 2013)	1%	1
Gen Z (1997 – 2012)	92%	98
Millennial (1981 – 1996)	3%	3
Gen X (1965 – 1980)	5%	5
Baby Boomer or Silent Generation (Before 1965)	0%	0

# APPENDIX 11

The primary ways survey respondents accessed the news.



Types of News Sources	Percentage	Frequency
Social media	46%	97
News outlet website or app	34%	73
News programs or radio	12%	25
Newspapers	6%	13
Other	2%	4

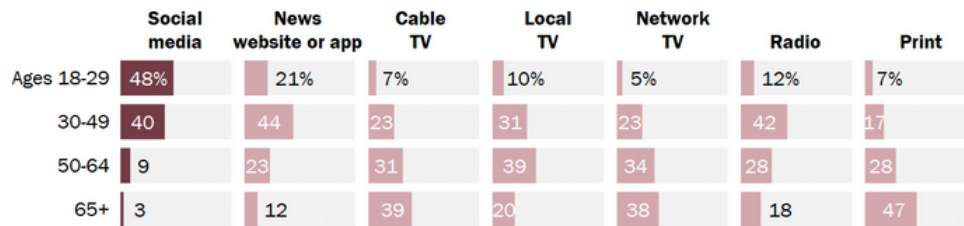
# APPENDIX 12

Age Ranges for those who use a specific media.

[Pew Research Center](#)

## Those who get most political news from social media most likely to be under 30

Among U.S. adults who say each pathway is the most common way they get political and election news, % who are ...



Source: Survey of U.S. adults conducted Oct. 29-Nov. 11, 2019.

"Americans Who Mainly Get Their News on Social Media Are Less Engaged, Less Knowledgeable"

PEW RESEARCH CENTER

# APPENDIX 13

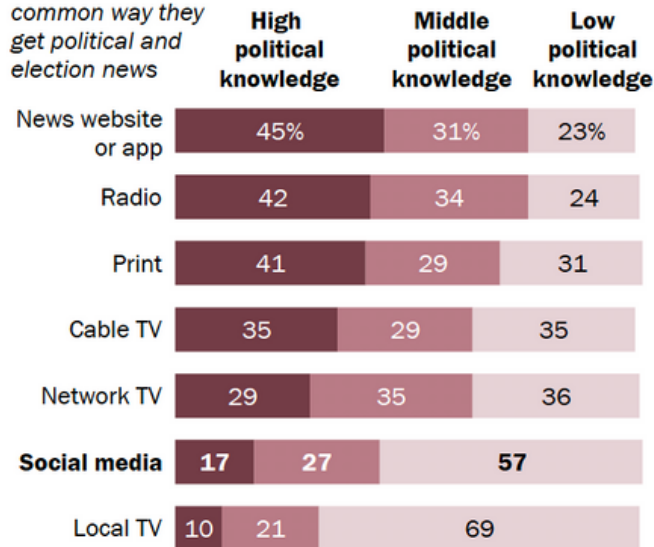
## Political knowledge gained from a specific media

[Pew Research Center](#)

### Those who depend on social media for political news have lower political knowledge than most other groups

% of U.S. adults who have \_\_\_\_, according to an index of nine knowledge questions

Among those who say \_\_\_\_ is the most common way they get political and election news



Note: Knowledge index created from nine political knowledge questions. High political knowledge includes those who answered eight or nine questions correctly, middle knowledge includes those who answered six or seven questions correctly, and low knowledge includes those who answered five or fewer questions correctly.

Answers correct as of November 2019.

Source: Survey of U.S. adults conducted Oct. 29-Nov. 11, 2019.

"Americans Who Mainly Get Their News on Social Media Are Less Engaged, Less Knowledgeable"

PEW RESEARCH CENTER

# APPENDIX 14

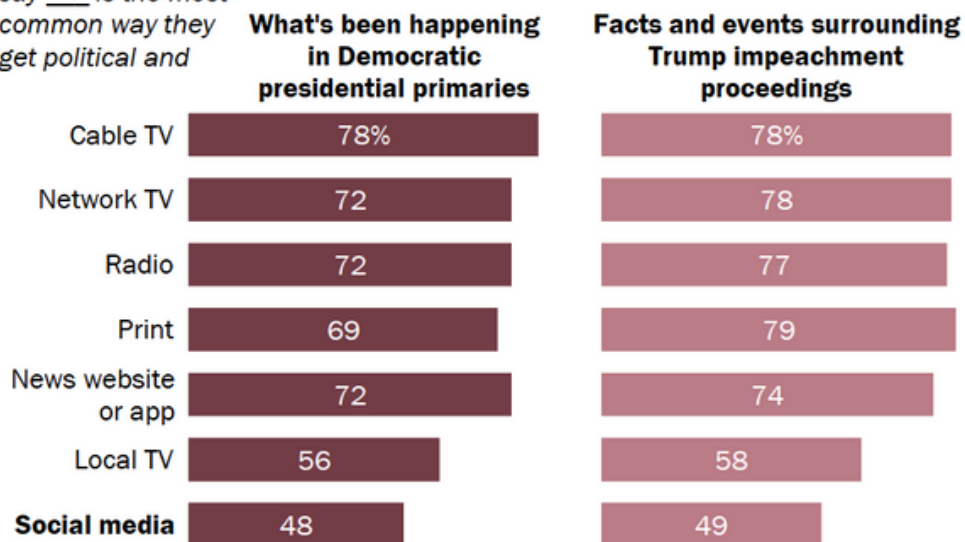
## What media informs the most about important political events

[Pew Research Center](#)

### People who get political news most on social media are less likely to understand major political events

*% of U.S. adults who said they understood \_\_\_\_ very or somewhat well*

*Among those who say \_\_\_\_ is the most common way they get political and*



Source: Survey of U.S. adults conducted Feb. 18-March 2, 2020.

"Americans Who Get Their News on Social Media Are Less Engaged, Less Knowledgeable"

PEW RESEARCH CENTER



# APPENDIX 15

What happens in an area with lack of proper media.

[Scientific American](#)

BEHAVIOR

## Why Losing Our Newspapers Is Breaking Our Politics

Study finds newspaper closures are linked to partisanship

By Matthew P. Hitt, Joshua Darr, Johanna Dunaway on March 26, 2019



Credit: John Lamb/Getty Images

Last month, staffers at *The Daily Camera* in Boulder, Colorado, experienced the latest low point in the American newspaper business: days after mourning the loss of their editor, Kevin Kaufman, their owner (the hedge-fund-owned Digital First Media) announced another round of painful layoffs. The past few decades have been similarly tragic for American local media: longstanding newspapers, big and small, have closed in unprecedented numbers; Americans are turning away from local news sources and towards online and nationally televised programs to learn about politics; and even local television news is focusing on national partisanship and politics, as Sinclair Broadcasting acquires more affiliates.

# APPENDIX 16

Demographic data about the population in Athens, Ohio.

[U.S. Census Bureau](#)

**United States Census Bureau**

**QuickFacts** What's New & FAQs >  
Athens County, Ohio

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

Enter state, county, city, town or village  -- Select a fact --

**Table**

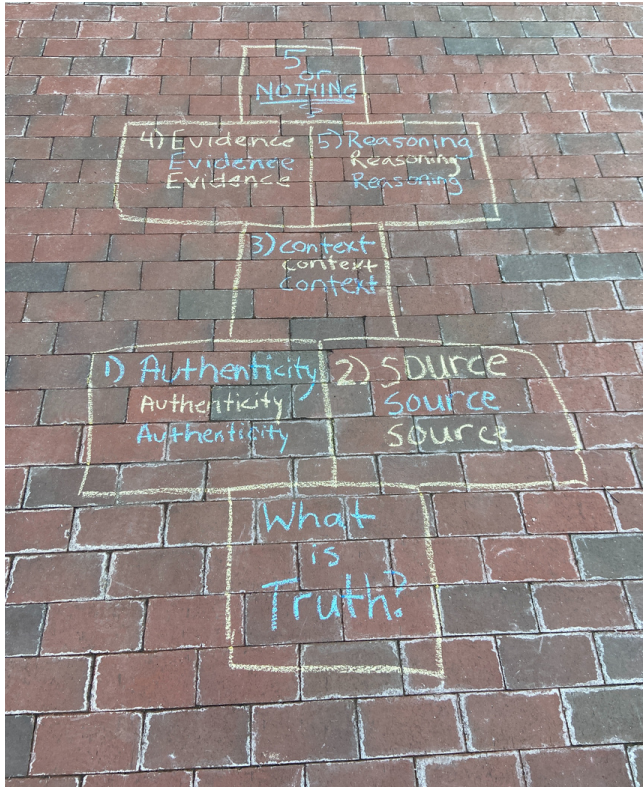
All Topics

Athens County, Ohio

Population Estimates, July 1, 2021, (V2021)	62,056
<b>PEOPLE</b>	
<b>Population</b>	
Population Estimates, July 1, 2022, (V2022)	NA
Population Estimates, July 1, 2021, (V2021)	62,056
Population estimates base, April 1, 2020, (V2022)	NA
Population estimates base, April 1, 2020, (V2021)	62,431
Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022)	NA
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	-0.6%
Population, Census, April 1, 2020	62,431
Population, Census, April 1, 2010	64,757

# APPENDIX 17

Photographs from chalking campaign.





# APPENDIX 18

The press release sent to local and student publications.



**FOR IMMEDIATE RELEASE**

**February 14, 2023**

## **Student-led campaign seeks to empower Ohio University students to fight misinformation**

ATHENS, OH – The Scripps Public Relations Student Society of America chapter at Ohio University launched its news literacy campaign on Monday, February 6, as part of the 2023 PRSSA Bateman Case Study Competition.

The Scripps PRSSA Bateman team's "5 or Nothing" campaign will promote news literacy and inspire a movement of students dedicated to stopping misinformation for the News Literacy Project, a national nonpartisan movement created to make more Americans news literate. The team will facilitate discussions with Ohio University students and provide the tools needed to be agents of change in the age of media and misinformation.

The campaign name "5 or Nothing" is a play on the "all or nothing" mindset, aiming to empower students to view credibility as a necessity without compromise. The campaign will use the News Literacy Project's RumorGuard tool to educate students on the five factors of credibility - authenticity, source, evidence, context and reasoning - and motivate them to use these factors to disseminate all information.

"Our survey showed that while students find it important to know how to identify credible information, many are unsure of how to do so," stated Emme Bowe, managing director. "Media echo chambers and emotionally charged language make it more difficult to determine the truth, so it is our goal to educate students on how to evaluate credibility and empower them to fight back against mis- and disinformation,"

The News Literacy Project is a national organization selected by PRSSA to serve as the client for the 2023 [Bateman Case Study Competition](#). Ohio University's Scripps PRSSA chapter is competing with over 75 other PRSSA chapters across the nation to develop a campaign on behalf of the News Literacy Project.

This year's team consists of Scripps PRSSA members Emme Bowe, managing director; Anna Hinkle, social media coordinator; Ella Umbarger, creative director; Sydney Yoder, event planning director, and Margaret Fox, data analyst.

# APPENDIX 19

The Five or Nothing Pledge offered via change.org.

[Five or Nothing Pledge](#)

## Support The News Literacy Project by Taking the 5 Or Nothing Pledge



**5** [Bateman Team](#) started this petition

In the current landscape of misinformation, media distrust, and political polarization, truth and education is the only path to preserving democracy. Our campaign is rooted in the mindset that to stop misinformation and promote the truth, individuals must believe that credibility is “all or nothing” matter, and that we cannot accept anything other than total transparency in the news.

The News Literacy Project’s RumorGuard uses five factors to determine credibility: authenticity, source, evidence, context and reasoning. It is our mission to educate individuals on the five factors, motivate them to use the five factors when disseminating all information, and fight back against information that does not meet the criteria.

Five or Nothing empowers individuals to think before they share news online. It is a movement of individuals who will speak out against information that does not meet all five factors of credibility. Five or nothing inspires agents of change in the age of media and misinformation.

Stand up for News Literacy and fight against misinformation by pledging to use the five factors while evaluating your news.

119 have signed. Let's get to 200!



**At 200 signatures**, this petition is more likely to be **featured in recommendations!**

**5** Bateman Team signed this petition

**1** Bill Reader signed this petition

**1** Ella Schaffer signed this petition

### Sign this petition

First name

Last name

Email

Athens, 45701  
United States



Display my name and comment on this petition

**Sign this petition**

By signing, you accept Change.org's [Terms of Service](#) and [Privacy Policy](#), and agree to receive occasional emails about campaigns on Change.org. You can unsubscribe at any time.

# APPENDIX 20

The Five or Nothing Instagram page.

[Link](#)

**5\_ornothing** Following Message

18 posts 121 followers 19 following

5 Or Nothing  
Fight for Facts. Say YES to: Authenticity, Source, Evidence, Context, & Reasoning!  
[linktr.ee/5ornothing](http://linktr.ee/5ornothing)

Followed by cameron.parnell, allysonmcdonnell, terlumbarger + 21 more

events Meet the Te... Anna's Tak... Pledge

POSTS REELS TAGGED

- THANK YOU!** Donkey Coffee & Espresso logo.
- SAY NO TO SPREADING MISINFORMATION**
- Ohio University** video thumbnail.
- GIVEAWAY!** Donkey Coffee & Espresso logo, \$20.
- DO YOU KNOW YOUR NEWS?** Find out how much you know by playing news literacy games for a chance to win a free coffee card for any campus cafe.
- 5** Charles Salter, NLP President and CEO: "Mis- and disinformation threaten American democracy, but a better-informed, civically engaged public can act as a potent bulwark against that threat. The News Literacy Project is building a movement to ensure a more news-literate America."
- TAKE THE 5 PLEDGE**
- EMPOWER YOURSELF WITH KNOWLEDGE**
- CHECK THE FACTS** 59% of Americans say it is hard to identify false information — intentionally misleading and inaccurate stories portrayed as truth — on social media.
- 5** Nick - Owner of The Little Professor: "Being able to accurately interpret and evaluate news media is more important than I have ever been. Regardless of what stance you take on an issue, understanding your sources and how information is being presented to you is the first step towards becoming informed and educated."
- GET LIT(ERATE)** Cheers to Truth! This weekend only at Overhand with Old Special Truth Serum - Get Literate! \$3
- ROSES ARE RED, VIOLETS ARE BLUE 5 CARES AND SO SHOULD YOU!**
- CHECK THE FACTS** 68% of young people couldn't tell the difference between news and "sponsored content" (advertising) on a news site's homepage.
- WHAT IS NEWS LITERACY?**
- 5** Alan Miller - Founder of NLP: "We live in the most complex information ecosystem in human history. We've seen how it can harm young people's lives when they learn to question the information they encounter and become more mindful about what they share."
- SPEAK OUT AGAINST MISINFORMATION**
- 10% OFF CHECK WITH THE PROFESSOR** The Five or Nothing campaign and Little Professor are teaming up to bring awareness to news literacy by offering 10% off books about news literacy.
- 5 OR NOTHING News Literacy Project** WHAT DOES 5 OR NOTHING MEAN?

# APPENDIX 21

The Five or Nothing giveaway (partnered with Donkey Coffee & Espresso).

[Giveaway Post](#)





# APPENDIX 22

The article written by Ohio University's student publication *The Post*.

[The Post Article](#)



Provided via Sydney Yoder.

CULTURE

## Scrapps PRSSA competes in national competition

By [Alyssa Cruz](#)

February 27, 2023 | 11:35pm EST

# APPENDIX 23

The news literacy-themed book display at Little Professor Bookstore.



# APPENDIX 24

The promotional post (shared on Instagram) for the "Get Lit(erate)" event at The Over Hang Bar.



# APPENDIX 25

The educational flyer hung in Athens businesses in support of the Five or Nothing campaign.

**5** OR NOTHING

## FIGHT FOR FACTS

SAY YES TO: AUTHENTICITY, SOURCE, EVIDENCE, CONTEXT AND REASONING

### WHAT DOES 5 OR NOTHING MEAN?

**MISSION**

Five or Nothing empowers individuals to think before they share news online. It is a movement of individuals who will speak out against information that does not meet all five factors of credibility. Five or nothing inspires agents of change in the age of media and misinformation.

Our client, the News Literacy Project, strives to educate Americans on obtaining truthful news. NLP wants to create awareness about misinformation in today's media and teach society about the resources to identify and avoid it.

### PURPOSE

INTERESTED IN MAKING A DIFFERENCE?  
SIGN OUR 5 OR NOTHING PLEDGE

SCAN TO LEARN MORE ABOUT OUR CAMPAIGN

News Literacy Project



# APPENDIX 26

Participants holding the Five or Nothing poster after signing the Five or Nothing pledge.

