

I NATIONAL PRESS FOUNDATION

**WIDENING THE PIPELINE
FELLOWS**

SPEAKERS[®]



**RISING STAR
IN 2025**

**SPEAK
SELL
SHINE**

MEDIA LITERACY INFLUENCER AND CO-HOST OF FIRST STOP NEWS

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BUSINESS • PUBLISHING • CONFERENCES • MARKETING

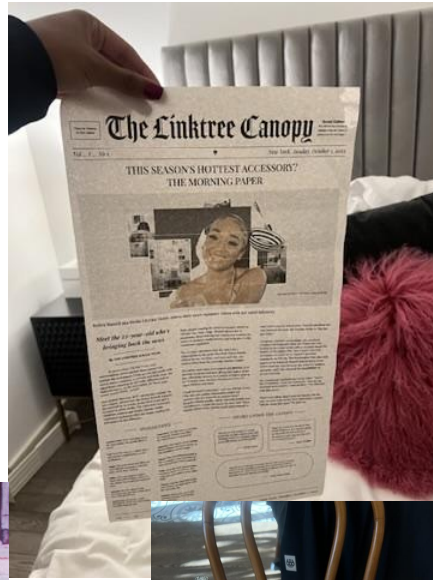


01 ABOUT ME

Background
Milestones
Lessons



02 MY PHILOSOPHY



Print helps my
emotional
regulation, holds my
attention, and
improves my
curiosity and
conversations

Content Creation Process I

1

Read, read, and read some more

2

Is this naturally interesting? Am I more curious? Is it some my audience has seen before ?

3

Annotate: media literacy skills

4

Put the phone down and share!





“Studies from the Reuters Institute and Pew Research Center note that Gen Z news consumers count on platforms such as TikTok, Instagram Reels and YouTube for news and information. **They rely on news personalities, rather than media companies**”

-Poynter Institute (2024)



"I don't trust the media"

-Everybody and their mama

02. What if we shifted the thinking?

I don't know what
journalists do.

I don't know what a
journalists does.

Commentary Ethics & Trust

Opinion | I'm a Gen Z journalist. My generation doesn't know what that means.

The issue with younger generations is deeper than media mistrust. It's that no one knows what a journalist is.



The author at the starting line of the Monte Carlo Electric Rally in Monaco in October 2023. (Courtesy: Jean-Marc Follot)

By: [Olivia Hicks](#)

February 3, 2025



My first brush with journalism's fight for existence with a social media app came in June while hitting tennis balls across a mesh net with my cousin in the Chicago suburbs.

"So, you write for sports teams, right? Like they pay you?" she asked, echoed by the whack of her racket. I sent the ball back with a reply, "Well, no ... that would be public relations."

My cousin is smart, as any 23-year-old law student ought to be. But as we extended our serving streak, one thing became clear: She didn't know what a journalist was.

As beloved and trusted publications all but close shop and slim sports desks and branded TikTok-able news clips become ubiquitous, her conflation of PR and journalism is a bleak, yet understandable conclusion. What made my serve falter, however, wasn't that she didn't know what I did for a living. It was that a blurry line between editorial independence and advertising didn't strike her as something she should mistrust.

Over the last six months, I've discovered she isn't alone. Two friends I drove home from a soccer game in Minneapolis thought, with a cheery

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Media Jobs

Professor/Knight Chair in Journalism and Technology - Gainesville, FL (32611)
University of Florida

Spring 2026 T. Anthony Pollner Distinguished Professorship - Missoula, MT (59812)
University of Montana Journalism

Outside Sales - Sarasota, FL (34236)
Observer Media Group

Multimedia Sales Specialist - Fayetteville, NC (28305)
Advantage Newspaper Consultants

Senior Editor - Washington, DC (20015)
Global Press

Writer-analyst - Altamonte Springs, FL (32714)
AIM Group

Executive Editor - Madison, WI (53706)
Wisconsin Public Radio

DESIGN DIRECTOR - Paonia, CO (81428)
HCN

Distribution Center Manager - Euclid, OH (44132)
Publishers Circulation Fulfillment, Inc

Full-Time Lecturer/Daily Titan Advertising Adviser - Fullerton, CA (92832)

Cal State University, Fullerton, Dept. of Communications

SEARCH MEDIA JOBS

JOURNALISTS

What is a content creator?

CONTENT CREATORS

What is a journalist?

#DITL

**Clear Channels of
Communication**

Workshops

**"Day in the
Life"**

**"Our news
organization
would love to
partner..."**

**How to fact
check?
What is
bias?**