

The News Literacy Project Wireframes

by annamatic for make a diff 02/04/2017 alee@annamatic.com

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the news literacy project

Students

Educators

Journalists

Donate

Image of Checkology or image of students enjoying NLP class

Are you in grades 6-12?

Get Smart.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent pretium et dui at commodo. Proin odio ex, ornare vitae dapibus eu, consectetur vitae nisl.

Tell your teachers about NLP >

FEATURED VIDEO

What is News Literacy?

News Literacy Is...

the news literacy project

0:03 / 3:50

Read more >

BLOG: TEACHABLE MOMENTS

A Victim of Racial Profiling or an Internet Hoax?

January 30, 2017

Shepard, a former ombudsman for NPR, describes a recent example of a viral video and one of NLP’s favorite adages: “If your mother says she loves you,...

Read more >

GET OUR NEWSLETTERS

Stay informed

Your email

Sign me up >

We promise not to spam you text to reassure people

T1 Home Page Template

- Funnel different audiences to key T2 Landing Pages to drive call to actions
- Students** —> Tell your teachers about NLP
- Educators** —> How to get started using NLP at your school
- Journalists** —> How to get involved
- Everyone else** —> DONATE

Students and teacher in classroom

Are you an educator?

Engage.

Engaging curriculum material, e-learning platform and a network of people to support you adipiscing elit. Praesent apibus eu, consectetur vitae nisl.

Bring NLP to your school >

Journalist presenting in front of classroom

Are you an journalist?

Get Involved

Engaging curriculum material, e-learning platform and a network of people to support you adipiscing elit. Praesent apibus eu, consectetur vitae nisl.

Join our team>

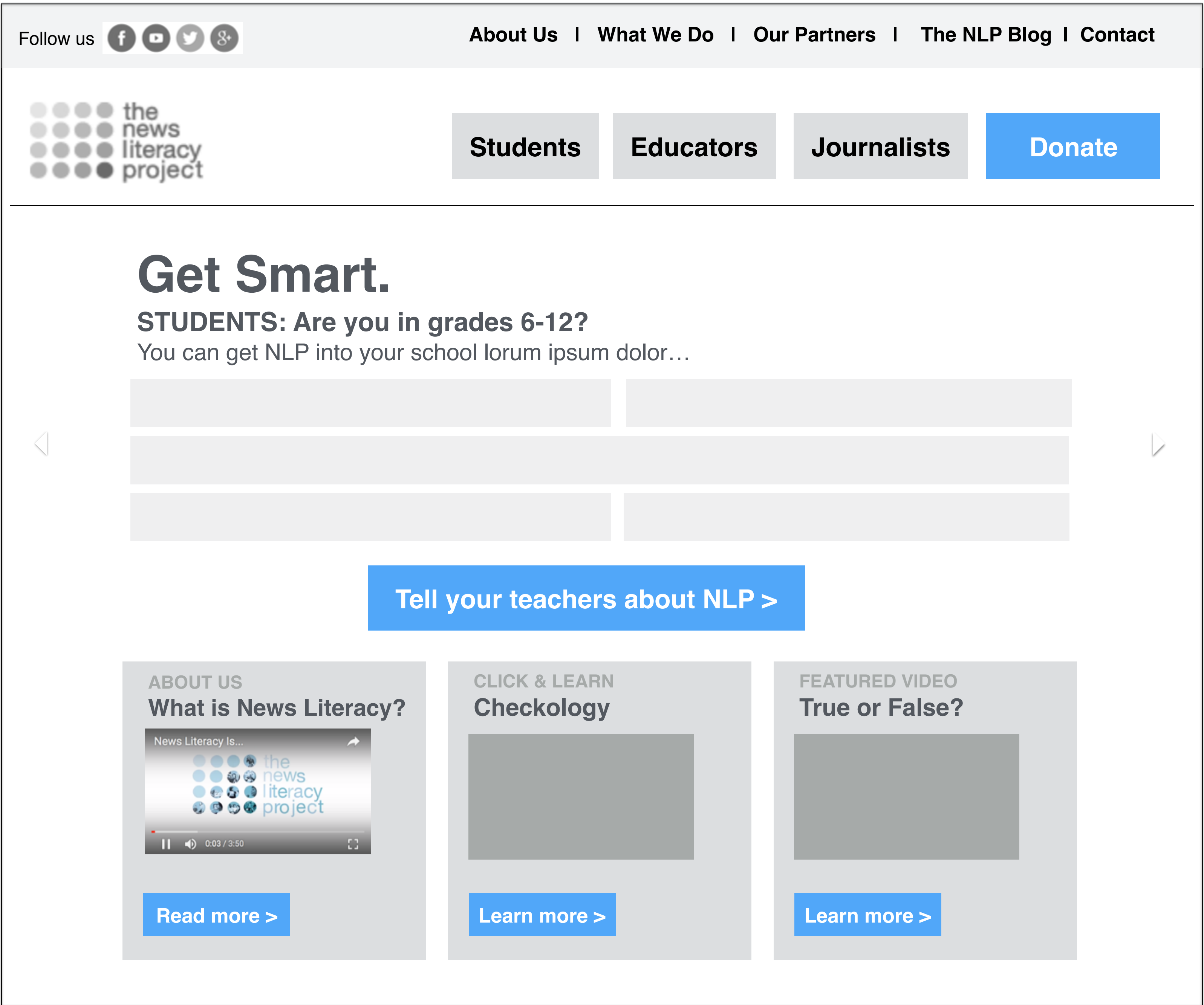
Large group of students leaving a school

Protect our First Amendment

Support the free press

Here are some things we need: funds for outreach to schools in rural and suburban areas.

Donate>



T2. Audience Landing Page Template

- Give the audience reasons to care.
1 main call to action (Contact/Share). For ex. **Students** —> Tell your teachers about NLP
This could be a form to submit your school’s contact info (NLP needs to have a way to find out school administrators direct contact info to reach out) and some way to copy a share link that the student could then pass on to the necessary people
- Three boxes at the bottom can be funneled from existing content on the site, either popping up as a modal

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Teachable Moments

Turning current events into learning

Student Spotlights

Highlighting outcomes
lorem ipsum dolor sit
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NLP News

We've been busy. Loren
opossum learn more
about what we've been
doing

NEWSLETTER SIGNUP

Your email

The NLP Blog

TEACHABLE MOMENTS

A Victim of Racial Profiling or an Internet Hoax?

January 30, 2017

Tags: racism, internet hoaxes, social media

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1.9K

53

SHARES

COMMENTS

Shepard, a former ombudsman for NPR, describes a recent example of a viral video and one of NLP's favorite adages: "If your mother says she loves you, check it out."

The tweet on Dec. 21, 2016, seemed a clear-cut case of shameful Islamophobia that begged to be spread far and wide: Delta Air Lines had thrown two young men, both Arab-American, off a flight because they were speaking Arabic.

Adam Saleh, 23, shot video on his cellphone as a commotion erupted while passengers were settling in for a flight from London to New York. "Guys, we spoke a different language on the plane and now we're getting kicked out," says Saleh, who appears visibly upset. "This is 2016. 2016. Look, Delta Air Lines are kicking us out because we spoke a different language. ... You guys are racist. I cannot believe my eyes."

RELATED POSTS

What Is Driving the Rise of 'Fake News,' and News Literacy Lessons to Spot It

December 15, 2016

News Literacy Lessons From Ferguson

August 9, 2016

Another Headline for Purposes of Layout

July 9, 2016

SEARCH THE BLOG

Keyword

Search >

ARCHIVE

January 2017

T4C. Individual Blog Post Template

- 3 Categories: Teachable Moments, Student Spotlights, NLP News
- Individual posts must be sharable
- Left sidebar to navigate among the 3 categories and push newsletter signup
- Right sidebar to link to related posts
- Ability to share and see what has been shared under the Article Title
- CMS should have ability to set Intro Text, with a word limit
- CMS should have ability to upload featured image and other supporting images, as well as embed YouTube videos
- Standard blog templates should apply: a categories page

Notes about other Blog Templates

T4A. Blog Home Page Template

- There will be 3 Categories: Teachable Moments, Student Spotlights, NLP News
- 1 featured article with a list of articles + excerpted text organized to display from most recent
- Right Sidebar with navigation to search globally among all blog posts or within a specific category

T4B. Blog Category Archive Page Template

- Standard blog templates should apply: a categories page